AUGUST 29, 1949 PRICE 25 CENTS

BROADCASTING

TECHNOLOGY DEPT
96 PUTNAM DRIVE
DETROIT PUBLIC LIBRY
DETROIT 2 MICH

The Newsweekly of R evision

TELECASTING

PUBLIC LIBRARY
AUG 30 1949
DETROIT

SUCCESS STORY: This summer WLEE promoted the sale of portable radios with jingles like: "So easy to pack—have it going and coming back—take a portable with you." All the major radio distributors bought spots plugging their individual brands.

Result: "a substantial increase in the sale of portable radios this summer over last." *The only difference in promotion this year was the campaign on WLEE.*

Richmond merchants are used to results like this on WLEE. More and more national advertisers are following their lead. If WLEE isn't on your list, call in your Forjoe man and get the whole story.

WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

IN THIS ISSUE: MONTHLY TELECASTING SHOWSHEET

XUM

FASHION TELLING

Swing Your Partner in a Gay, Colorful Swirl

BY SPADEA

The square dance is out of the barn and onto some of the most polished dance floors in the country.

To fall in with the spirit of the accompanying [illegible] hearted and gay [illegible] tips that experienced dancers tell us about which should be remembered by novices. Wear your skirts full--the fuller the whirlier. And under them wear pretty starched petticoats (two are better than one) to flutter about your ankles and maybe even pantaloons--a modesty note.

You'll discover that bracelets and earrings will be in your way so confine your jewelry to a brooch--worn choker style on a velvet ribbon will give you an air of old-fashioned enchantment.

Now about your poor old feet. They take a beating on any dance floor but with the exuberant patterns and sashayings that make the fun, they can put you on the sidelines for the evening if you fail to give them some protection. Wear shoes with toes (a good stomp on an open toe may send you home limping). Straps are good to keep them from flying off.

Joset Walker adds a ruffle to the hem and puff sleeves of her green cotton printed in navy in a small mosaic pattern ties it with a narrow navy sash (sketch A). Tiny checks in brown and black (truly pioneer in spirit) are Dorothy Cox's choice. She puts bias bands on the skirt, plants a pert pique bow just below one shoulder strap (sketch B).

Flirtatious steppers might try hiking up the dress to show off ruffled petticoats (sketch C). Keep it there with a flower.

Polka dotted is this Nelly Don Dillie with puffed sleeves and elasticized neckline. It comes with its own apron to wear stole-wise if you like (sketch D). Rose Barrack covers the pockets of a circular chintz skirt, in this instance, coral and teams it with a top of turquoise silk shantung (sketch E). Garlands of roses decorate Claire McCardell's white picolay (sketch F). And finally the off-shoulder peasant blouse in many variations that you can buy anywhere (sketch G).

Reproduction courtesy Spadea, Inc., and Chicago Daily News

Magazines, newspapers, department stores, news reels—everywhere you see SQUARE DANCING! Today's favorite! WLS takes special interest because we have been known for 25 years as the home of square dancing and folk music—the originator of the WLS National Barn Dance. For more facts about the quarter-century-old Barn Dance or any of the friendly programs on "the square dance station," see your John Blair man or Sales Manager, WLS, Chicago 7.

A Clear Channel Station

WLS CHICAGO 7

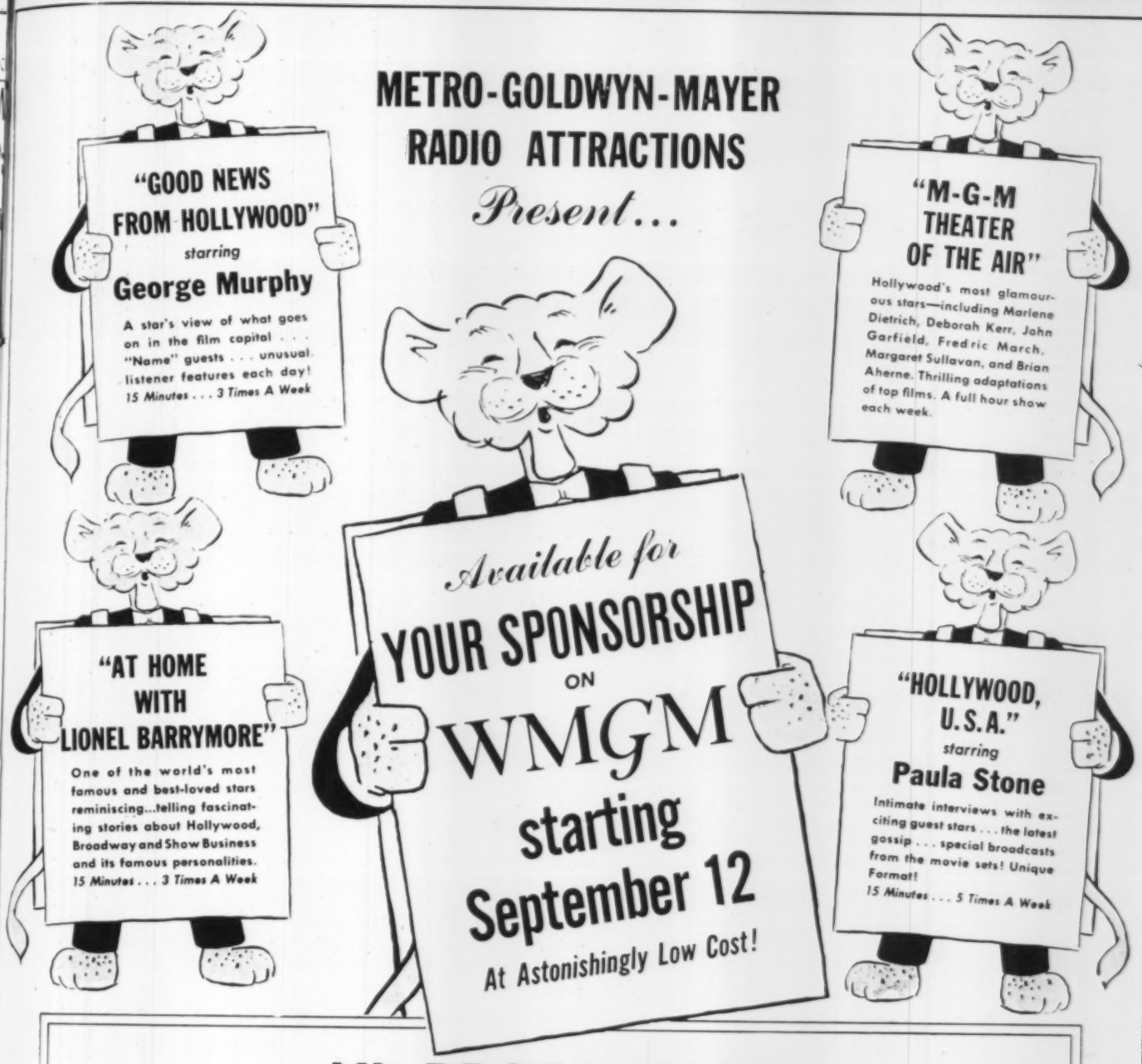
The PRAIRIE FARMER STATION

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.

METRO-GOLDWYN-MAYER RADIO ATTRACTIONS

Present...


"GOOD NEWS FROM HOLLYWOOD"
starring
George Murphy
A star's view of what goes on in the film capital . . . . "Name" guests . . . unusual listener features each day!
15 Minutes . . . 3 Times A Week
"M-G-M THEATER OF THE AIR"
Hollywood's most glamourous stars—including Marlene Dietrich, Deborah Kerr, John Garfield, Fredric March, Margaret Sullavan, and Brian Aherne. Thrilling adaptations of top films. A full hour show each week.
"AT HOME WITH LIONEL BARRYMORE"
One of the world's most famous and best-loved stars reminiscing...telling fascinating stories about Hollywood, Broadway and Show Business and its famous personalities.
15 Minutes . . . 3 Times A Week
"HOLLYWOOD, U.S.A."
starring
Paula Stone
Intimate interviews with exciting guest stars . . . the latest gossip . . . special broadcasts from the movie sets! Unique Format!
15 Minutes . . . 5 Times A Week

Available for

YOUR SPONSORSHIP ON WMGM starting September 12

At Astonishingly Low Cost!

IN PRODUCTION

(Available Soon)

"The Adventures of Dr. Kildare"
Starring **LEW AYRES** and **LIONEL BARRYMORE**—as Dr. Kildare and Dr. Gillespie—more exciting than ever! *On the air for the first time* in these famous film stories.
A Half Hour, once a week

"CRIME DOES NOT PAY"
A tense, thrilling dramatic series based on the outstanding M-G-M short subjects that won an Academy Award. Featuring popular "name" players.
A Half Hour, once a week

"JUDGE HARDY'S FAMILY"
Starring **MICKEY ROONEY** as **ANDY HARDY**... **LEWIS STONE** as **JUDGE HARDY**—America's favorite father... and **FAY HOLDEN** as **"MA" HARDY.** Together again in the wonderful Hardy stories millions love. *Never before on the air!* *A Half Hour, once a week*

"MAISIE"
Starring **ANN SOTHERN** in brand new and hilarious adaptations of the gay and giddy adventures that won Maisie millions of friends. *A Half Hour, once a week*

WMGM

50,000 WATTS CLEAR CHANNEL
1050 ON YOUR DIAL—100.3 MEG.—F.M.

711 Fifth Avenue, New York

FIRST COME—FIRST SERVED!
CALL NOW!—MU 8-1000

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

SUMMARY FCC action banning giveaways caught Dept. of Justice by surprise. Criminal Division, it's learned, was poised to sue unidentified midwest station for alleged violation of Criminal Code anti-lottery provision. While it's now inferred Department hadn't made up its mind on suit, question naturally arose whether FCC acted precipitately (with only four of seven members present) to get drop on DOJ.

WHILE ABC Vice President Robert H. Hinckley observed "no quote" rule after his half-hour conference with President Truman last Wednesday, it's reasoned he at least broached FCC's anti-lottery crackdown which would strike innermost reaches of ABC money pocket. As a member of public advisory board of ECA, he left Saturday for one-month tour of Europe and his Presidential date was for primary purpose of discussing that trip.

EX-U.S. SENATOR W. Lee O'Daniel's interest in hillbilly talent and inquiries at WBAP Fort Worth's new radio-TV center have lent strength to reports he will run for Texas governorship. "Pappy" O'Daniel was launched originally into state and national politics by way of his *Lightcrust Doughboys* program.

VIRGINIA DARE Wine through Ruthrauff & Ryan, New York, currently preparing extensive announcement campaign for fall placement.

WITHIN HOURS of RCA's announcement of new 6-mc color TV system, WMAR-TV *Baltimore Sunpapers* station, through its director, former FCC Comr. E. K. Jett, offered its transmitter to demonstrate system over 35-mile transmission path to Washington. RCA will use NBC's Washington TV outlet, WNBW, for color demonstrations next month. Jett offer would parallel highly successful test of CBS color preceding week. Baltimore-to-Washington test, Mr. Jett advised, would reveal quality of color transmission within normal contour (35-50 miles) of VHF TV stations.

YOU CAN still jot down as "shrouded in mystery" plans of FCC Chairman Wayne Coy, who returned to Washington ten days ago after three-month assignment in Europe on communications matters. He hasn't reassumed chairmanship and is noncommittal as to whether (1) he'll stay or (2) he'll resign to return to private enterprise.

WHATEVER HAPPENS to now moribund McFarland Bill (S-1973) to reorganize FCC, it's regarded as certain that House-passed measure (HR-1689) to increase salary of FCC members from $10,000 to $16,000 per annum and that of chairman to $18,000 will be pushed by Senate Democratic leadership prior to adjournment. Its passage might result in decision of Chairman Wayne Coy to remain.

LARGE-SCALE promotion campaign cur-

(Continued on page 78)

Upcoming

Aug. 29: Government-industry NARBA preparatory committee, Departmental Auditorium, Washington.

Aug. 30-Sept. 1: Institute of Radio Engineers western regional meeting, and Pacific Electronics Exhibit, Civic Aud., San Francisco.

Sept. 7-11: NBC Affiliates Convention, Greenbrier Hotel, White Sulphur Springs, W. Va.

Sept. 8-9: First of series of NAB district meetings (district 7), Terrace Plaza Hotel, Cincinnati.

Sept. 13: Third NARBA conference convenes, Windsor Hotel, Montreal.

(Other Upcomings on page 31)

Bulletins

CHARLES C. BARRY, ABC vice president in charge of television, Friday appointed vice president in charge of programs for both radio and television, and J. Donald Wilson, formerly vice president in charge of network's radio programs, appointed vice president and national director of network programs. Mr. Wilson will report to Mr. Barry, and both will work on radio and television.

FCC, CBS Session; Color Speed Urged

FOLLOWING 1½-hour conference Friday with CBS officials, headed by President Frank Stanton, FCC decided to call on all manufacturers or experimenters equipped to produce color TV receivers or adaptors to get them out with greatest possible speed to assist in field-testing of color systems preparatory to Sept. 26 all-inclusive TV allocations proceedings.

It was understood that such companies as RCA, CBS, Color Television Inc., and other manufacturers had been given invitations to cooperate to make tests as conclusive as possible. RCA previously had announced it will publicly demonstrate its electronic color system next month in Washington via NBC's WNBW (TV) as one that it claims will eliminate all of major technical and economic problems that have beset changeover from black-and-white (see page 18).

Conference with CBS, called by Acting Chairman Paul Walker following release by Chairman Johnson (D-Col.) of Senate Interstate Commerce Committee of correspondence on CBS color status, was for primary purpose of exploring availability of receivers and adapters to test CBS system, since CBS itself has no set manufacturing facilities.

Comr. Robert F. Jones, who had spear-headed color TV speed-up, Friday night answered Mr. Stanton on matter of field-testing of its equipment.

Comr. Jones in sharp letter sent last Friday to Mr. Stanton, said he was "amazed" CBS had not ordered color receivers or converters; suggested that while CBS "is anxious to transmit color television it is reluctant to permit others to operate color television receivers to appraise what you have transmitted."

Participating in session for FCC, in addition to Messrs. Walker and Jones were:

Comrs. Frieda B. Hennock and E. M. Webster, General Counsel Ben Cottone and Acting Chief Engineer John Willoughby; Joe Nelson, acting chief Law Bureau TV branch; Curtis B. Plummer, chief Engineering Bureau TV broadcast division; Edward W. Chapin, chief, laboratory division, Laurel, Md. For CBS in addition to President Stanton, were Adrian Murphy, vice president and general executive; Earl H. Gammons, Washington vice president; Dr. Peter Goldmark, director of research and development and inventor of CBS color system, and Richard Salant, New York attorney.

In letter written Friday to FCC Comr. Robert F. Jones, Mr. Stanton asked Commission to specify kind of field tests it will accept as adequate for approval of CBS color TV system. Noting that "under one set of specifications test could be quite simple, but under another gargantuan," Mr. Stanton stated: "Our past experience has convinced us that we are simply not able to decide on commitments for field testing until we have some official specification of what will be considered adequate.

"As a matter of fact," he declared, "the design and construction of equipment for the kind of field test I assume you are seeking could not, in any event, be accomplished between the time of the Commission's notice of hearing of July 11, 1949 (or the public notice of May 26, 1949), and the hearing originally set for Aug. 29."

Implications made by Comr. Jones during his talk with Mr. Stanton and his letter Aug. 19 "that CBS has not done its proper part in color television" are "entirely unfounded and unfair," Mr. Stanton wrote. "The contrary is the fact." He said CBS had created "virtually the entire art of color television," had contributed "more to color television than all the

(Continued on page 78)

Business Briefly

AGENCY NAMED ● Devoe & Reynolds, New York, appoints J. Walter Thompson, New York, to handle advertising for its following subsidiary divisions: Wadsworth, Howland Co., Boston; Peaslee-Gaulbert Paint and Varnish Co., Louisville; Jones-Dabney Co., Louisville; Truscon Labs, Detroit, and Beckwith-Chandler Co., Newark, effective Dec. 1, 1949.

BAKERY TEST ● California Nut Bread Inc., Los Angeles, considering expansion throughout country following test campaign in San Francisco, Oakland and Fresno. Agency, J. B. Kiefer Inc., Los Angeles.

LORILLARD SWITCH ● P. Lorillard Co., New York, switching telecast of *Original Amateur Hour* for Old Gold cigarettes from DuMont to NBC-TV, effective Oct. 4. Program to be aired Tuesday, 10-11 p.m., thereby selling out network's 7 to 11 p.m. line-up for that night. Agency, Lennen & Mitchell, N. Y.

FOOTBALL RIGHTS ● Tidewater-Associated Oil Co., with exclusive right to telecast Stanford's eight home football games, to place them on KGO-TV San Francisco. Agency, Buchanan & Co., San Francisco.

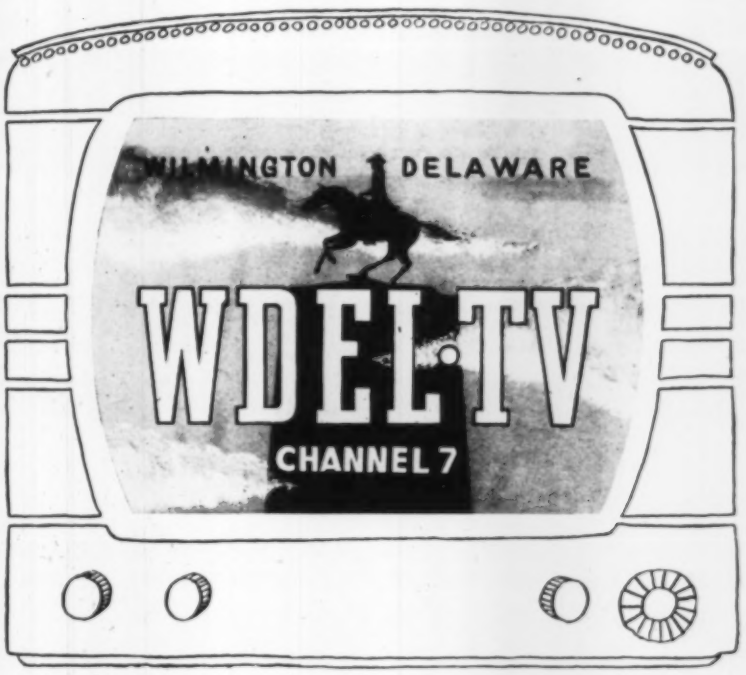
XUM

you Need these two rich markets

WGAL-TV, Lancaster, Penna.

Initial TV service in this area. Your first opportunity to present your product with combined eye and ear appeal to these listeners. Audience amazingly large and growing because of local shows and NBC, ABC CBS and DuMont programs. Use this sales impact.

Operated by WGAL, Inc., Established 1922



WDEL-TV, Wilmington, Del.

The only TV station located in this vital market. A clearer picture for viewers—NBC, DuMont and other network shows, plus local programming assure advertisers a fast growing audience. Too important to overlook in your TV sales plans.

Operated by WDEL, Inc., Established 1922

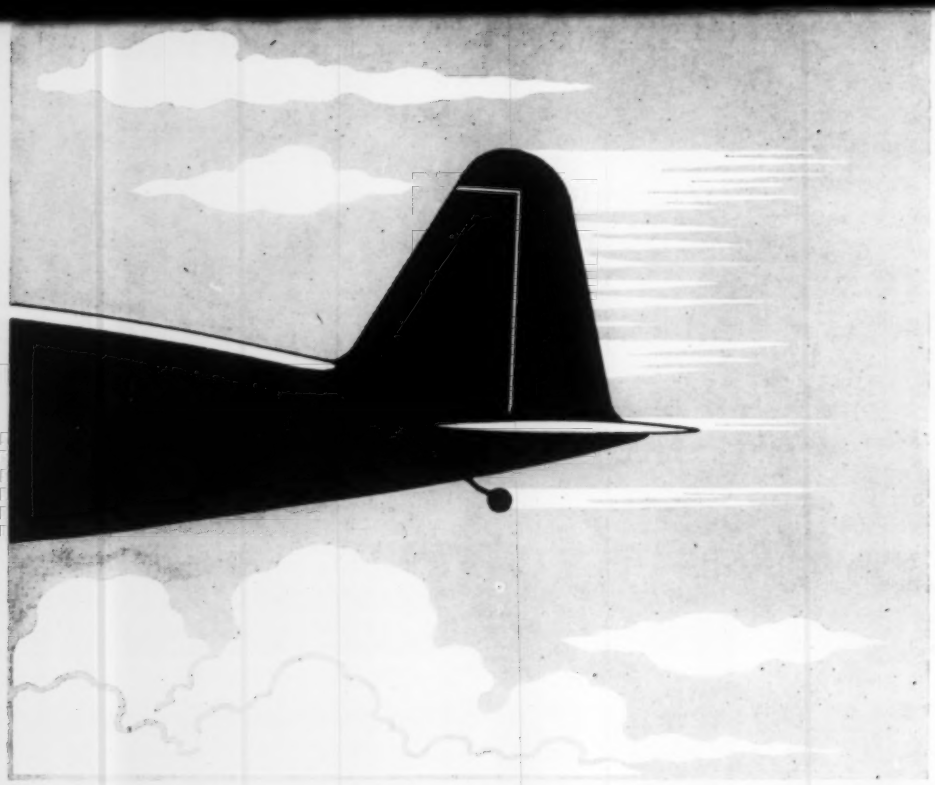
Represented by

STEINMAN STATIONS

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

NBC AFFILIATES



THE CASE OF THE PURLOINED PLANE

(A MELLOW-DRAMA IN ONE QUICK ACT)

● Of all things, a *private passenger airplane was stolen from the Flint airport* the other day! Slick job, too. The thief merely rolled the plane onto the field, got help in starting the engine and took off before anyone realized he *was* a thief. Soon, though, the theft was reported to WFDF and the story was carried on the station's 8:45 A.M. newscast, including the registration number and description of the plane. Then things began to happen! *Before the news program was off the air* (it's on for ten minutes) WFDF got a long distance call from Clio, Michigan, reporting that the missing plane was parked near Clio's airfield. The police were notified, the owner got his plane back, and WFDF's case of the Purloined Plane was closed.

WFDF's extensive and exclusive local news coverage accounts, in part, for the station's unusual domination of Flint's listening audience.

910 Kilocycles WFDF **FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Kathryn Ann Jones, Pat Kowalczyk, Estelle Markowitz, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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CIRCULATIONS AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*
Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING • -The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.
• Reg. U. S. Patent Office

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something new has been added to radio and television research

RECENTLY a number of the men who buy and use radio and television audience surveys were asked to name the qualities they most desired in such reports.

The answers ran like this:

1. ACCURATE records of all listening or viewing inside and outside the home.

2. COMPLETE information on all program audiences.

3. FAST delivery of reports to subscribers.

4. ECONOMICAL operation to reduce excessive costs.

This month . . .

the American Research Bureau has introduced a new and different approach to audience research in Washington, Baltimore, and Philadelphia offering for the first time a service delivering all of the elements noted above. Reports for these cities are now in the hands of subscribers and studies in several additional cities are to follow. Operations are under the supervision of James Seiler, former Director of Research for NBC in Washington, who leaves the network to manage the Bureau.

At present . . .

the following radio and television studies are available. All of them employ our newly developed techniques which produce detailed and highly accurate audience measurements with unusual swiftness and economy.

Radio

Improvements of real significance in listener diary studies which report all listening of all members of a population both inside and outside the home. Surveys based on area samples of advanced design which permit results to be given in actual number of persons listening in addition to conventional ratings. Program audiences shown for each quarter hour around the clock by income, sex, race, age, and other factors, with complete audience flow data. (Sample data sheets available from completed studies.) Coincidental telephone and roster-type surveys also available by special contract.

Television

TV Viewer Diary studies conducted using methods which make the diary one of the most accurate television measurements available. Complete results furnished within ten days based on nearly 500 *television* homes per quarter hour. Probability samples, newly made for each study, eliminate bias inherent in most industry lists.

Naturally no radio or television program should be bought or sold on the basis of listener data alone. However, we believe that today, up-to-date, complete information on program audiences is an absolute essential to intelligent and profitable time-buying. It is the aim of the American Research Bureau to set a new standard for accuracy, speed and economy in conducting broadcast audience studies. We invite you to compare.

AMERICAN RESEARCH BUREAU

Broadcast Audience Division

920 L Street, Northwest Washington 1, D. C.

stop!

Don't do anything until you hear the NEW Lang-Worth Transcribed Music Library... a revolutionary development in sound reproduction.

ANNOUNCEMENT SOON

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th STREET, NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

Feature of the Week

PROMOTER of public service, Bob Jones, WBIG Greensboro, N. C., who spins an early morning show Tuesday through Saturday, added another feather to his cap early this month. He turned the tables on a proposed public hearing on rent control in his city by broadcasting his own viewpoints and asking for audience response.

Mr. Jones

Reaction, reported by WBIG, 5 kw CBS outlet, was overwhelming. The hearing, ordered by Greensboro Mayor Benjamin Cone and scheduled for Aug. 18, was called off ten days in advance. A Greensboro newspaper credited Mr. Jones with the prodding that did the trick.

Bob Jones is the announcer who raised over $55,000 last year to help build a hospital in Greensboro for victims of poliomyelitis and conducted that city's "most handsome man" contest which resulted in more than 300,000 pieces of mail. However, his rent control battle was unique in that, unlike the other service features, this one centered about a controversial issue.

Hearing that the Greensboro Real Estate Board planned to appear before the City Council to ask for the removal of rent controls, Mr. Jones obtained permission from WBIG management to air his personal views on his early-bird show (6:30-8:30 a.m.).

Result was a deluge of letters and telephone calls from listeners asking for the retention of rent control. Mr. Jones, following the station's policy of offering free time to each side of all controversial public issues, invited anyone in favor of decontrol to come to WBIG and promised to turn the mike over to any individual who wished to give his side of the picture. Nobody appeared.

Sentiment expressed by the listeners against lifting of controls, because of an existing lack of hous-

(Continued on page 48)

On All Accounts

IT was a Southern Army man who reduced warfare logic to the provincial admonition to get there "fustest with the mostest"; but it remained for a Northern Navy man to apply the prescription in a latter day to television selling.

Halsey Barrett, cooperative spot sales manager for DuMont Television Network, was the first man to sell a daytime television show—the Kathi Norris program for Automatic Mop Wringer. He brought the Great Atlantic and Pacific Tea Co. into the medium for its initial venture, sponsoring television participations, and Mr. Barrett was the salesman who convinced Cushman Bakeries to enter video, using $39,000 worth of weather spots.

HALSEY

Acknowledgedly one of television's foremost salesmen, Mr. Barrett was born on Jan. 17, 1915, and was educated at Hamilton College and Harvard Business School.

Upon departure from Harvard and after a few months in Wall Street with a brokerage firm, Mr. Barrett turned to radio, joining WOR New York in its sales promotion department. Two years later he moved to WNEW New York as promotion manager, and in 1940 joined *Tide* magazine in its sales department.

On the fateful Dec. 7, 1941, Mr. Barrett joined the Navy where he served as a lieutenant. On D-Day, during the channel crossing for the Normandy invasion, Lt. Barrett's ship was the first to be sunk by the Germans. When the shell struck, he was navigating with the aid of a cathode-ray tube which blew up in his face. Obviously, however, he has resisted sucessfully this German attempt to discourage his interest in television.

After a period in the hospital and service with the Army-Navy Munitions Board in Washington, Mr. Barrett left the service to join the staff of the *Armed Forces Magazine* in Washington. In 1947 he joined CBS-TV as sales promotion manager, and in '48 he moved to his present affiliation.

The Barrett's have been married for seven years. She is the former Janet McDonald, daughter of James G. McDonald, first and current ambassador to Israel. They have one child, Donald Vail Barrett, born July 25.

The family lives in Bronxsville, New York.

Every day is Labor Day for Jamison . . .

. . . and he loves it.

According to our man Jamison, a good radio and television representative is a fellow who makes things easier, more efficient and more profitable for other people. And, of course, the types of other people he is particularly interested in are:

1) broadcast advertisers . . . and

2) broadcasting stations.

"We representatives," he often says, "are in business for just one thing . . . TO GIVE SERVICE. National Spot Broadcasting is an exceedingly complex medium . . . often involving hundreds of different stations, each on a separate contract. Few advertisers, and even fewer stations, are equipped to make all their own arrangements. But firms like Weed and Company, with offices in every major time buying center across the nation, are in a position to render a unique and valuable two-way service.

"Performing this service expertly requires hard work and plenty of it . . . which undoubtedly accounts for my own personal success, as well as the outstanding position of Weed and Company in the field."

Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

WBIG

"The Prestige Station of the Carolinas"

HOOPER STATION AUDIENCE INDEX

WINTER, 1949 CITY ZONE Greensboro, N. C.

	WBIG
Monday thru Friday 8:00 AM—12 N	46.0
Monday thru Friday 12:00 N—6:00 PM	41.2
Sunday thru Saturday 6:00 PM—10:00 PM	59.8

columbia affiliate

5000 w. day & nite

Greensboro, North Carolina

represented by hollingbery

Agencies

PETER J. McKENNA elected a vice president of Deutsch & Shea Inc., New York, effective Sept. 1. He has been in real estate merchandising and advertising for more than 25 years.

FRANK A. KEARNEY, executive staff member of W. Earl Bothwell Inc., New York, elected a vice president of agency. Before joining Bothwell in 1946, Mr. Kearney was with Calkins & Holden and Dancer-Fitzgerald-Sample Inc., both New York, in contact and executive capacities.

Mr. Kearney

J. T. DAWSON, art director for Doyne Adv., Nashville, Tenn., named vice president in charge of production. Mr. Dawson has been with firm since 1946. **M. C. SMITH**, formerly member Katz Co., New York, and advertising department of Atlanta (Ga.) *Constitution*, joins Doyne as account executive.

ROGER JOHNSTONE, formerly with Don Harway & Co., San Francisco, appointed San Francisco manager of Ralph Harker & Assoc., effective Sept. 15.

HERBERT L. BALDWIN, director of research and merchandising for Fletcher D. Richards Inc., New York, appointed a vice president of agency.

ROBERT L. GARVER, formerly of Alley & Richards Inc., New York, as account executive, joins Lynn Baker, same city, in similar capacity. Mr. Garver was sales manager of WJZ New York prior to association with agency, and is author of *Successful Radio Advertising with Sponsor Participation Programs*, which will be published Aug. 29 by Prentice-Hall Inc.

W. E. BENEDICT, formerly head of his own agency, appointed to creative staff of Alfred J. Silberstein, Bert Goldsmith Inc., New York. Mr. Benedict also has been advertising manager of Nashua division of Textron Inc. and Callaway Mills Inc., both New York.

PAUL V. JOHNSON has opened his own agency, Johnson & Johnson Advertising, 636 Church St., Evanston, Ill. He was formerly with Montgomery, Ward and Co., Chicago. His brother, **N. L. JOHNSON**, is partner.

W. B. STUART-BULLOCK, for past nine years with Young & Rubicam, New York, as copy supervisor, joins Robert W. Orr & Assoc., New York.

GENE FRANKE, formerly head of Advertising and Sales Consultants Agency, Los Angeles, joins Western Adv., same city, as director of marketing.

BARRETT F. WELCH, with Foote, Cone & Belding since 1947, appointed director of research for New York office.

New Business

EMPIRE TRADE SCHOOL, New York, appoints Arthur Pine Assoc., same city, to handle publicity. Radio will be used.

DURLACQUE Mfg. Co., St. Louis (household cleaner), appoints Warner, Shulenburg, Todd & Assoc., same city, to handle advertising. Radio will be used in midwestern markets.

MORTON Mfg. Co., Chicago (Snow White Products), appoints Warren Wade Agency, New York, to handle its advertising. Radio spot campaign will be used starting in September.

PERFEX Co., Shenandoah, Iowa (Perfex Super Cleaner, starch and Shina Dish), announces addition of KSAL Salina, Kan., and WLS Chicago to stations carrying *Edith Hansen Kitchen Club* program. Total of 20 stations are now carrying show. Agency: Buchanan-Thomas Adv., Omaha.

GRIESEDIECK BROS. BREWERY, St. Louis, plans use of 30-second and one minute transcriptions to run regionally in the Midwest after the baseball season for an indefinite period. Main purpose is to teach public pronunciation of firm's name. Agency: Ruthrauff & Ryan, Chicago.

MONARCH BREWING Co., Chicago, which recently named C. Wendel Muench, same city, to handle account, planning to use radio in the near future for Monarch beer. **WELDON O. YOCUM** is account executive.

PONTIAC DEALERS of Southern California through Taggart & Young, Los Angeles, planning television campaign in Los Angeles area about Sept. 1. Both programs and spots will be used. Budget not disclosed.

(Continued on page 48)

The Patroon Becomes a GIANT

NOW

a powerful **50,000** watt giant

WPTR

ALBANY - SCHENECTADY - TROY

50,000 Watts – Night & Day

REPRESENTED BY RAMBEAU

a dominating influence in the RICH Northeastern U.S. market

PATROON BROADCASTING COMPANY, HOTEL TEN EYCK, ALBANY, N. Y.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Scores at Polsky's

EDITOR, BROADCASTING:

Congratulations to BROADCASTING for the series on "This Business of Broadcasting." Please send me a reprint of the Kobak article, Aug. 15 issue. It was a humdinger that hit the nail on the head.

Meg Zahrt
Radio & Pub. Rel. Dir.
Polsky's of Akron
Akron, Ohio

* * *

Laud Marketbook

EDITOR, BROADCASTING:

Just want to let you know we think your 1949 MARKETBOOK is the finest thing we've ever seen.

Mutually yours in Tucson.

Wayne Sanders
General Manager
KCNA Tucson, Ariz.

* * *

EDITOR, BROADCASTING:

Received copy of the MARKETBOOK. Again BROADCASTING has done an excellent job.

Charles E. Seiferd, Mgr.
KICK Springfield, Mo.

* * *

EDITOR, BROADCASTING:

Congratulations on your 1949 MARKETBOOK! Once again BROADCASTING rates tops for a job well done.

H. W. Maschmeier,
Prog. Dir.
WPTR Albany, N. Y.

'Hungry Salesman'

EDITOR, BROADCASTING:

Had no idea that when I wrote the "Buyers' Market" story I have to give to my brother broadcasters a definition of a "hungry salesman.". . . A hungry salesman is a man who is extremely ambitious and desirous to get ahead in life, looking forward to being a manager or owner some future day.

Jack Dempsey, when youthful, had a hunger and an ambition to become heavyweight champion of the world; Gene Tunney likewise. . . . Harold Fellows, now manager of New England operations of CBS and general manager of WEEI (in my estimation one of the best broadcasters in the business), is still another example. Likewise, Linus Travers, general manager of the Yankee Network, another topnotcher, started out with the same burning desire. . . .

I cannot understand Mr. Pitman's part [OPEN MIKE, Aug. 22] part of the story when he states that hungry men breed communism. This great Republic was built by hungry, ambitious Americans and America would not be what it is today had it not been for them.

George Lasker
Vice President
WBMS Boston

* * *

Cites Diamond Ads

EDITOR, BROADCASTING:

I have just read where the Diamond Match Co. will start it's first substantial consumer advertising in 7 years next month using:

NEWSPAPERS IN 101 CITIES
Life magazine
Trade Publications

Since radio was completely ignored, I am sure this will come as good news to the *hundreds* of radio stations (of which WHHM is one) that have bought *millions* of books of Diamond Matches in the past several years! PHOOEY!!

Patt McDonald
General Manager
WHHM Memphis

* * *

Series Proves Asset

EDITOR, BROADCASTING:

. . . The seven articles on "How the Buyers' Market Can Mean Business for Broadcasting" . . . have been of great help to me in selling; not only radio selling, but in all advertising media. . . .

Frank S. Wilson
420 North St.
Portsmouth, Va.

* * *

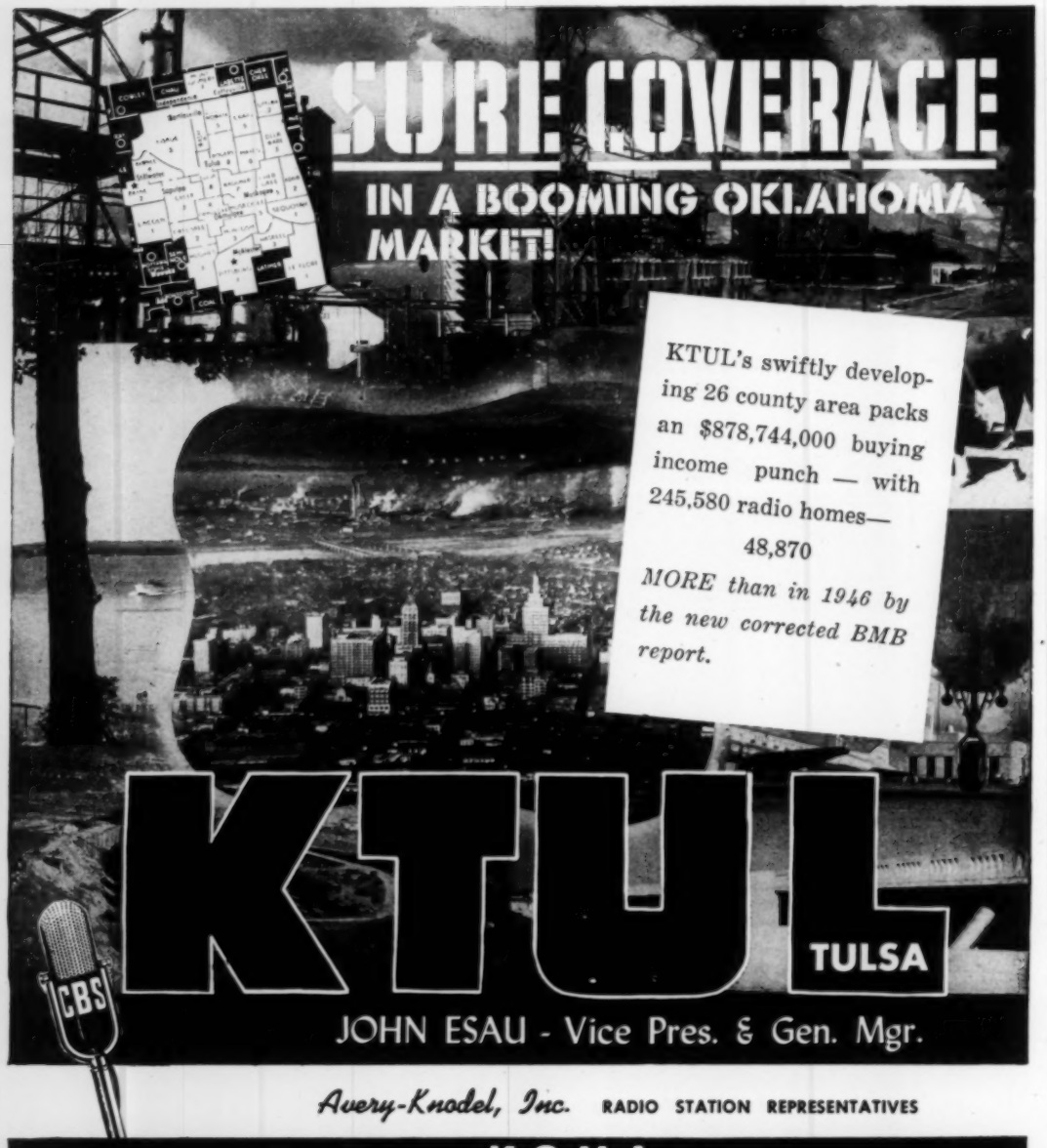
More on Ratings

EDITOR, BROADCASTING:

Your editorial, "The Rating Season," vividly points to the greatest weakness in radio today—program "ratings." Hooper-happy broadcasters and rating-rabid time-buyers have combined to reduce broadcasting from a great advertising and entertainment medium to a cheap "bunco game"—for the benefit of few thousand telephone calls in some 30-odd cities. No wonder advertisers who are interested in selling merchandise are turning to other media. What listener, intent on guessing the name of a movie or the title of a song, knows—or cares—who is sponsoring this wonderful game of chance. None!

I can't agree with you that a committee of broadcasters, even of the good men you mention, is the answer. The problem can be solved by such editorials as "The Rating Season" and news articles in the columns of the trade papers pointing out the utterly fallacious concept of most rating systems, and then a committee of broad-

(Continued on page 34)


SURE COVERAGE
IN A BOOMING OKLAHOMA MARKET!
KTUL's swiftly developing 26 county area packs an $878,744,000 buying income punch — with 245,580 radio homes—
48,870
MORE than in 1946 by the new corrected BMB report.
KTUL
TULSA
CBS
JOHN ESAU - Vice Pres. & Gen. Mgr.
Avery-Knodel, Inc. RADIO STATION REPRESENTATIVES
AFFILIATED WITH KOMA, OKLAHOMA CITY

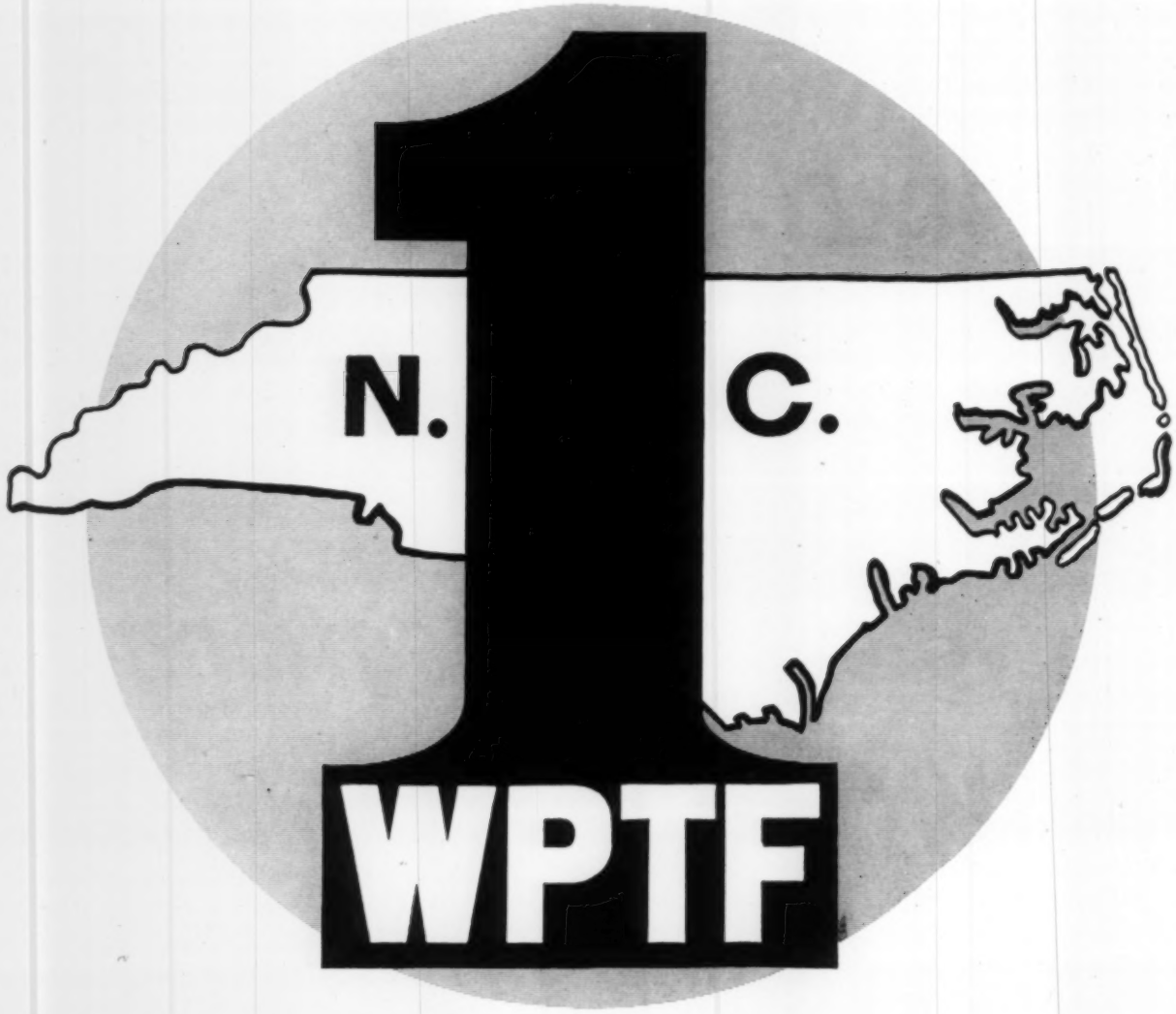
MEMO TO:

WORLD-Station Affiliates Only!

Another Sensational WORLD 1st Will Be Sent You on... ...September 2nd!

WATCH FOR IT!

NORTH CAROLINA IS THE SOUTH'S
NUMBER ONE STATE



AND NORTH CAROLINA'S
No. 1 SALESMAN IS
WPTF

50,000 WATTS 680 KC
NBC AFFILIATE

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE

BROADCASTING
TELECASTING

Vol. 37, No. 9 WASHINGTON, D. C., AUGUST 29, 1949 $7.00 A YEAR—25c A COPY

RCA COLOR TV READY

Predicts No Upheaval; CBS Welcomes It

AGITATION over color television culminated last week in a transcendental announcement by RCA that it is ready to go with a completely compatible electronic color system that can be integrated into the existing black-and-white low-band allocations.

RCA's revelation climaxed a week of unparalleled activity, both at the FCC and at the Senate Interstate & Foreign Commerce Committee, relating to the emergence of color, intermingled with charges and counter-charges of suppression of color. RCA said it would demonstrate its system in Washington next month.

RCA advised the FCC that its system requires no change in transmission standards; that it operates on the prescribed 6mc channel; that existing black-and-white receivers can pick up color programs in monochrome without modification of existing sets, which, however, can be adapted to color. Only slight changes would be entailed in transmitters to convert to color.

CBS, which for several years has been in the forefront of color research and development, welcomed the RCA announcement, expressing greater interest in the progress of color TV than in any technique.

It was evident that Chairman Ed C. Johnson of the Senate Committee, who had ripped into FCC and all concerned on the color issue, felt that his committee and FCC Comr. Robert F. Jones, had smoked out the leading radio entities on the status of color.

There was concern that the developments might result in a "wait-and-see" approach by consumers. The Radio Mfrs. Assn.—prior to the RCA announcement—had informed the FCC it will take several years to develop and distribute color TV equipment.

Also see: RCA Color Plan, page 18; CBS Color System, page 53.

CBS and RCA-NBC thus again will become the principal participants in the FCC hearings to get under way Sept. 26. CBS had been turned down two-and-one-half years ago on its then existing color system, which would have required a 16mc band. Details of its new and vastly improved 6mc system, along with that of RCA and other researchers, will be unfolded to the FCC.

All in all, it was a big week for proponents of color television in general. And it adds up to one or more exciting weeks when all industry elements come before the FCC Sept. 26 for hearings on both VHF and UHF television allocations. Friday was the final day for filing of briefs preparatory to the hearings.

Last week's developments follow:

● RCA said it is ready for mass production of all-electronic color.

● CBS announced a color converter and charged setmakers won't turn out equipment for FCC field tests.

● Sen. Johnson lauded CBS color system, after having viewed a demonstration the preceding week.

● Color Television Inc., California, claims to have a compatible plan of electronic color. This is one of a half-dozen techniques being studied by RMA committees.

● Sen. Johnson lauded RCA color announcement Thursday.

● Sen. Johnson wrote FCC Acting Chairman Paul A. Walker about Comr. Robert Jones' letter to CBS on alleged inability to get sets manufactured.

● Finally, RMA, NAB, private companies, legal groups and others filed briefs preparatory to hearings.

RCA is ready to start immediate mass production of its color TV system, as soon as the FCC gives the go-ahead, it was learned [CLOSED CIRCUIT, Aug. 22]. The plan is officially described as compatible with present FCC standards and no changes are proposed.

Estimates of the cost of adapters or converters so black-and-white sets can receive color could not be obtained but it was indicated costs would be "nominal." Only slight changes would be required in existing TV transmitters to permit color transmission, it was indicated, and these would not be expensive.

RCA sources say the system is "RCA all the way" and was developed in its own laboratories, without acquisition of patents from others working on electronic color. The new system differs materially, it was indicated, from that described at the FCC's color television hearings over two years ago.

(Continued on page 18)

GIVEAWAY FIGHT

Three Networks Challenge

By EDWIN H. JAMES

THREE of the four major networks will challenge FCC's anti-giveaway ruling in Federal court suits, BROADCASTING learned last week.

Although acting independently, ABC, CBS and NBC will file injunction actions charging the FCC was without authority to invoke its proposed rules and that even if the Commission were acting within its legal rights its anti-giveaway definitions were a misinterpretation of the lottery laws.

★ *Also see: Chronology of Radio Giveaways, page 20; Press Reaction, page 21; Roundup of Legal Views, page 21; Editorial, page 28. Later developments, page 4.*

ABC and NBC will take their suits to the Special Statutory Court, a three-judge bench in New York's southern district of the Federal Court, Manhattan. Although CBS had not definitely chosen the court in which it would sue, it was believed likely that network too would file in the Statutory Court.

Three Courses Likely

It was considered probable that the three actions would ultimately be consolidated for trial, although each would be brought individually.

ABC, whose preparations for legal action were nearest completion, will file its complaint early this week, it was learned. The network will seek a restraining order to prevent the FCC regulations from becoming effective Oct. 1, the date set by the Commission.

If the restraining order is granted, it was believed likely that the case would come to trial perhaps as early as the end of the year. The Statutory Court is designed to function rapidly in issues of this kind and is not encumbered with the crowded calendars that prevail in other courts.

If the restraining order is denied, it was understood ABC was prepared to take an appeal to the U. S. Supreme Court. Appeals from decisions of the Statutory Court circumvent the usual channels through the U. S. District Court of Appeals and proceed direct to the highest court.

CBS to File

CBS also will file its action this week, according to Julius F. Brauner, CBS secretary and general attorney. The CBS suit, it was learned, will be similar to ABC's. Mr. Brauner said the court in which the action would be brought had not been decided, although probably the Statutory Court would be the one.

NBC had elected to file in the Statutory Court, but Gustav B. Margraf, vice president and general attorney, said he was not certain when the complaint would be finished.

The network attacks on the FCC ruling will be brought under Section 402A of the Federal Communications Act, which provides the legal machinery to set aside orders of the FCC.

If precedent is followed, the three suits will be tried together, it was believed. It was surmised by network counsel that FCC attorneys would petition the court to consolidate the actions.

Basic Points

The basic points which all three networks intended to press in their court actions were:

(1) The FCC is without authority to invoke rulings based on the anti-lottery provisions of the U. S. Criminal Code.

(2) Even if the Commission were acting within proper authority, it had rendered an improper interpretation of Section 1304 of the U. S. Criminal Code, the anti-lottery section.

The provisions in Section 1304 of the Criminal Code were formerly

(Continued on page 20)

STATION INCOMES
NAB Reports Profits in '48

THREE-FOURTHS of NAB member stations showed a profit last year but rising operating costs continued to cut down industry profits, according to an analysis completed last week by NAB [BROADCASTING, May 30].

Ratio of operating expenses to station revenue was 82% in 1948, rising from 79% in 1947 and 73.5% in 1946, the nationwide survey showed. The Employe-Employer and Research Depts. of NAB jointly conducted the study. Extensive data breaking down costs by regions and types of station will be ready for the annual series of NAB district meetings starting Sept. 8.

Richard P. Doherty, NAB employe-employer relations director, who analyzed the Research Dept. figures, said that station profit on sale of time, before taxes, dwindled from 26.5% of station revenue in 1946 to 21% in 1947 and 18% in 1948.

This does not represent actual profit to station operators since federal excess profit taxes run 38% in the case of high-income stations. On top of this must be added the state and other local taxes of the same type.

Applies to Sale of Time

Mr. Doherty said the profit data apply to sale of time and are not to be confused with the profit on investment, which would be lower in most cases.

All the profit figures in the study relate to the 75% of stations that operated in the black last year, he said. Inclusion of figures from stations losing money would bring down the profit ratios.

A separate study of stations that lost money in 1948 is not yet complete, according to Mr. Doherty.

Definite cost-income patterns vary through the nation according to such factors as size of broadcast income, areas, affiliation or non-affiliation with networks, time on the air, and metropolitan or non-metropolitan areas, he said. Breakdowns will be made available to those who attend the NAB district meetings.

All stations tended to show lower ratios of operating expenses to revenues as the volume of income increased, taking the nation as a whole, the survey shows. In the case of stations doing less than $50,000 worth of business, operating ratios were highest, or 88.7%. Stations billing over $1 million enjoyed the lowest operating costs.

Average-per-station income rose progressively from small stations to medium or large stations. Lowest relative cost of doing business was in large stations with powers from 10 kw to 50 kw, located in cities under 50,000.

Largest single cost item in all classes of stations consisted of wages and salaries, the study showed. About half (47.36%) of the average outlet's income dollar was paid out to staff and administrative personnel among all types of stations, adding up to 58% of total operaing expenses.

Mr. Doherty said the solution to the problem of many stations "is clearly that of obtaining added sales income while maintaining the normal breakeven point. However, in a great many stations, the need goes even deeper and requires careful analysis of all items of cost."

At the district meetings, opening Sept. 8 in Cincinnati when District 7 convenes at the Terrace Plaza Hotel, and continuing to mid-December, Mr. Doherty will discuss the survey with special attention to the needs of each area. He will stress methods of analyzing and controlling the operating costs of stations.

BEST WISHES are given Herbert Hoover (l) by John W. Elwood, general manager of KNBC San Francisco, in offices at Stanford U. following the KNBC coverage and all-networks feed of the former President's 75th birthday celebration. Mr. Elwood is the newly appointed Northern California Chairman of the National Citizens Committee on the Hoover Report.

ARMED FORCES
Frye Initiates Study Of Ad Budget

A STUDY of the advertising picture for the joint armed forces—Army, Air Force, Navy and Coast Guard—in view of unification and recruiting needs was initiated last week by William Frye, director of the Defense Dept.'s Office of Public Information, with a view to re-allotment of ad expenditures for the remainder of the current fiscal year. Outlays for radio are included in the sum.

The present contract, which will be terminated effective Oct. 31 by the National Military Establishment [BROADCASTING, Aug. 8], is handled by Gardner Adv. Co., through its Washington office. Actually, signing of the contract for the period from July 1, beginning of the new fiscal year, to Oct. 31 has been deferred pending clearance by Congress of the military appropiations bill. The measure (HR 4146), passed by the House, was scheduled for action by the Senate last week, but had not been taken up late Thursday.

The Army-Air Force ad contract is valued in excess of $1,880,000, with a considerable portion allocated in the past to radio programs and spots. When the current study is completed, recommendations will be made as to type of media to be used—if the Defense Dept. decides to advertise its recruiting campaign.

Rhodes Signs Heatter

RHODES PHARMACAL Co., Cleveland, maker of Emdrimy tablets for the relief of rheumatism and arthritis, will sponsor Gabriel Heatter over 150 Mutual stations Tuesday and Thursday for 52 weeks effective Sept. 20. The company has never before used radio. Show will be heard 7:30-7:45 p.m. EDT in Eastern and Central time zones and 6-6:15 p.m. in the Mountain and Pacific time zones. O'Neil, Larson & McMahon, Chicago, is the agency.

FATIMA SALES UP
Rise Coincident With Show

GREATEST increase in Fatima cigarette sales was in the company's St. Louis Div.—548% in the first six months of this year compared to the corresponding period a year ago, Basil Rathbone, movie and radio star, reported Saturday (Aug. 27). The firm's weekly mystery and adventure show, *Tales of Fatima*, starring Mr. Rathbone, first went on the air, on CBS, Jan. 8.

Mr. Rathbone pointed up the figures showing increased Fatima sales on the Saturday broadcast of *Tales of Fatima*. His figures showed the Los Angeles Div. with a reported climb of 545% crowding St. Louis for first place. The Chicago Div. was third with 453%, followed by the Detroit Div. showing 348% New Orleans Div. 300% and the New York Div. 132%.

LORILLARD RENEWS
Signs 'Amateur Hour' on ABC

P. LORILLARD Co., New York (Old Gold cigarettes), has signed with ABC for renewal of the *Original Amateur Hour*, effective Sept. 29, the network announced last week.

The program, aired Thursday 9-9:45 p.m., on 188 ABC stations, was contracted for through Lennen & Mitchell Inc., New York, the Old Gold agency.

CITATION from U. S. Treasury for radio's special effort in putting the Savings Bond drive over the top in southern California is received by William J. Beaton (l), manager, KWKW Pasadena, and president of Southern California Broadcasters' Assn. J. B. Messick, California state director of Treasury Savings Bonds Div., makes the presentation.

JOHN SANDBERG
Named Pepsodent Ad Head

JOHN V. SANDBERG joins the Pepsodent Div. of Lever Bros. Sept. 15 as vice president in charge of advertising, president Henry F. Woulfe announced in Chicago last week. Mr. Sandberg currently is advertising and sales promotion manager for Kraft Foods, also Chicago.

He joined Kraft as assistant director of advertising in 1946, assuming his present post in September of 1948. Mr. Sandberg was associated from 1931 to 1937 with the *Chicago Tribune*, The Stack-Globe Advertising Agency, Chicago and NBC. He joined the advertising staff of Swift & Co. in 1937, becoming assistant advertising manager in 1940.

Leaving Swift in 1941 to enter the Marine Corp, he held the commission of major, was liaison and public information officer on the staff of Admiral Chester W. Nimitz, and was aboard the battleship *Missouri* at the Japanese surrender signing.

LANE PROMOTED
Succeeds Coulter at M-E

THOMAS H. LANE, vice president of McCann-Erickson, New York, effective immediately will be responsible for all of the agency's radio and television activities, succeeding Lloyd O. Coulter, former vice president in charge of radio and television, who has resigned [BROADCASTING, Aug. 22].

Mr. Lane

Mr. Lane, prior to joining McCann-Erickson on June 1, 1949, was with Rexall Drug Co., Los Angeles, as a vice president.

XUM

NARROWER CHANNEL THREAT

Latins May Ask NARBA

By J. FRANK BEATTY

THE 10 kc broadcast channel, standard for a quarter century, will be in peril when the third NARBA convenes in Montreal next month.

Narrowing of the channel to 9 kc, or even as little as 6 kc, is being discussed among Latin broadcasters. The subject is expected to come up today (Monday) when the joint U. S. preparatory NARBA committee meets in Washington [BROADCASTING, Aug. 15].

The implications of band narrowing are so serious, with requirement for wholesale reallocation of station assignments, that it may become the main issue at the Montreal treaty session, which opens Sept. 13.

Moreover, the subject conceivably could lead to an impasse, or at best a long delay while the qualities of narrow-band broadcast signals in Europe are investigated.

Judging by reports from south of the border, Latin broadcasters have several versions of channel narrowing they are planning to throw into the Montreal convention in an effort to obtain more channels. They have carefully refrained from submitting their demands in advance, though Canada as host nation had requested this material by early May to permit orderly study of proposals prior to the treaty sessions.

The Latins are believed to be confident they can get the United States delegation to accept a narrower channel. Uncle Sam's delegation will head northward fully determined to fight the project right to the finish, but some Washington radio figures fear it may be the price this country has to pay to avoid loss of channels in the lower half of the broadcast band.

Mexican, Cuban Aims

Mexico and Cuba are known to be desirous of obtaining more facilities, particularly under 1000 kc. Loss of even a single channel to the United States would cause serious upheavals in the industry. And loss of several channels would lead to industry nightmares horrible to contemplate.

A number of channel-narrowing plans are being discussed by Latins. One plan, to cite an example, would narrow the channels between 700 kc and 900 kc to 9 kc width, and the channels under 700 kc to 8 kc width. This would open four new channels in the broadcast band.

Other ideas are more extreme. Some Cuban broadcasters are understood to favor 6 kc separation, arguing that it works in Europe.

Just what would come of channel-narrowing in this country is a question difficult to answer pending an actual reallocation, judging by comments of engineers. The idea has been discussed within the FCC from time to time, but always the Commission has felt the benefits received from addition of channels would be outweighed by deterioration of service.

★

Agreement seems rather general that if there must be channel-narrowing, it should be done in the lower half of the band where there are fewer stations and fewer directional antenna arrays, and also because of receiver characteristics.

The present 10 kc channel permits 5000-cycle reproduction, which is considered capable of handling network service as delivered over telephone lines. Some engineers fear a 9 kc channel would cut reproduction 10%, with corresponding degradation in the case of channel widths down to 6 kc. Others contend the public would hardly know the difference if channels were squeezed into 9 kc width. It is further argued that most stations now spill over the 10 kc channel and if the width were cut to 9 kc, they could trim signals and get about the same protection.

Would Deter FCC's Aim

The FCC had counted on FM to draw enough stations out of the standard band to permit a channel wider than 10 kc, but the narrowing of channels would be a step in the other direction.

Impact of narrow channels would be worse in the United States than in Latin nations because of the improved engineering and closer adherence to standards that mark our broadcasting. Listeners south of the border, like those in Europe, are said to be accustomed to signals far inferior to those delivered the American audience. Therefore they would not suffer noticeably from any degradation that might occur because of channel-narrowing.

Engineering views on channel width are apparent from results of the pre-NARBA technical sessions held at Havana in late 1947 and the high-frequency conference at Mexico City last winter. The technical group recommended a 10 kc separation after careful study.

A U. S. subcommittee of the joint government-industry group that meets today has gone into all aspects of the problem and will have a report ready to submit to FCC Commissioner Rosel Hyde, chairman of the full U. S. preparatory committee.

While opposition of U. S. engineers to channel-narrowing seems rather general, judging by informal expressions, it might be better than having 150 kw Mexican stations scattered all over the low half of the broadcast band.

The first NARBA adopted a decade ago, and the 1946 extension which expired last March 28, specified 10 kc channel width, with 2-1 ratio of desired-to-undesired signal on adjacent channels. The FCC's interference ratio is 1-1.

The interference problem from a 9 kc channel worries those who deal with technical aspects of broadcasting. They especially fear the type of interference known as "monkey chattering" on the lower side of the band.

Stalemate Possible

In any case, the channel-width problem will be a knotty one at Montreal. Some observers fear the meeting may reach an impasse after several months of wrangling over the problem. Certainly, some of the U. S. delegation can be expected to demand a careful study of European narrow-channel broadcasting by experienced engineers should the problem stall the whole treaty-making procedure.

American engineers say costs of channel juggling would be tremendous, despite the belief that many stations would only move from perhaps 4 kc to 8 kc. Transmitter and crystal problems are cited, with the antenna difficulties almost staggering when directional array changes are considered.

The FCC could expect a flood of applications for new and improved facilities unless it set up some sort of a barrier to prevent the onslaught. Push-button receivers would require adjustment, and it is suggested cheap sets might not work as well with 9 kc channels.

All who have thought about the subject concede that it involves engineering and allocation headaches frightening to contemplate.

AD COUNCIL

$15 Million in Free Time

MORE than 14½ billion listener impressions representing an estimated $15 million in time and talent were contributed by the radio industry to the campaigns of the Advertising Council Inc. for the year ending March 1949, according to the group's seventh annual report, issued last week.

During the 12 months covered by the report, most of the council's mass information campaigns were said to be directly or indirectly connected with the "cold war," and with the Marshall Plan.

Stuart Peabody, assistant Vice President of The Borden Co., is chairman of the Radio and Television Committee, and Gordon C. Kinney is the Ad Council's director of radio.

Broken down, the major campaigns, and radio's part in them, were as follows:

The campaign for the better understanding of the U. S. economic system, conducted at the request of the Joint Committee of the Assn. of National Advertisers, and the American Assn. of Advertising Agencies, produced a total of 1,134,000,000 listener impressions during its first half year. Each of the four major networks pledged half-hour special programs on economic education. Total value of all contributed time plus space, amounted to $2 million.

The American Heritage campaign was conducted to raise the level of active citizenship, in cooperation with The American Heritage Foundation, sponsor, with the

Mr. Peabody

Mr. Kinney

U. S. Attorney General, of the Freedom Train Tour. Listener impressions secured through the Ad Council's radio allocations plan and through local stations participating in rededication activities, totaled more than six billion.

Listener impressions totaling 871,380,000 were secured by the council for the Joint Armed Forces Prestige campaign, conducted to raise the prestige of men and women in uniform and to inform the public of their contribution to peacetime living.

The Better Schools campaign, which stimulated local participation in public school problems, was conducted in cooperation with U. S. Office of Education and the Citizens' Federal Committee. It gleaned an estimated 849,595,000 listener impressions.

CARE Campaign

The campaign to promote sales of CARE packages, continued through 1948-1949 as a result of statements by government officials that the packages constitute a diplomatic and political weapon, as well as needed European aid, reaped more than 985,385,000 listener impressions.

The campaign for $185 million for the nation's community chests was handled by the Community Chests of America working directly with the Ad Council's volunteer agency, BBDO. The Council gave

(Continued on page 31)

RCA Color TV Ready

(Continued from page 15)

CBS kept in the color foreground last week, as it had the week before [BROADCASTING, Aug. 22], by formally announcing that it had a practical converter for its scanning system; by becoming embroiled in a Washington argument involving merits of its system and the attitude of other industry elements; by commenting on RCA's newly announced color system, and by appearing at an informal FCC conference Friday afternoon.

CBS executives, led by President Frank Stanton, were called in by Acting Chairman Paul Walker for an FCC discussion growing out of a statement by Comr. Jones attributing to CBS the claim that manufacturers would not produce receivers or converters for its system.

After reading RCA's announcement, CBS President Stanton said his network was more interested in the progress of color TV than any special technique. His statement follows:

"We have read with interest of the RCA announcement. Columbia's position on color television has always been very clear. We have consistently favored color as the ultimate service in television, and it is more important to us as broadcasters to have color television come quickly by the best available system than that the CBS system be adopted. CBS color television has been proved through numerous tests and demonstrations in the past, and we will look forward to studying similar tests and demonstrations of the latest RCA system."

EITHER WAY the count is eight in the number of years Hahn Shoe Stores of Washington has sponsored WTOP Washington's *The World Tonight*, 11:00-11.15 p.m. news show. Mrs. Hazel Kenyon Markel, WTOP director of programs, and Gilbert Hahn, president of the shoe chain and son of the founder, flank the microphone.

Sen. Johnson, who has steadfastly pressed FCC and other quarters for action looking toward early commercialization of color television, commended RCA for a "tremendous forward stride in the TV art" and noted it had "spent a great deal of time and a vast fortune" in necessary research. He told Senate colleagues that "free enterprise has triumphed again" and contended that color TV is "over the hill now." His remarks were inserted in the *Congressional Record*.

Obviously gratified by RCA's announcement, Sen. Johnson told BROADCASTING he is especially pleased that the company's new all-electronic system enables black-and-white receivers to pick up color programs in monochrome without modification of present sets and any adapters.

"This has been a source of worry to many of us and those in industry," he noted. "We thought present sets might be outmoded with the advent of color. The impact of such a situation is less now that color can come in on standard black-and-white sets without change in transmission standards."

Earlier in the week Sen. Johnson had charged in a letter to FCC Acting Chairman Walker that the interests most active in advancing color television "suddenly have become very cold to further efforts in this direction" (see story, page 53).

Radio Mfrs. Assn. filed a statement warning that it will take manufacturers several years to develop and distribute color television equipment and urging the FCC to protect 2,000,000 TV set owners so they can get the service at a reasonable additional cost [BROADCASTING, Aug. 22].

RMA reminded that manufacturers have spent millions in research but the association wants introduction of color "to be orderly and to carry the assurance of satisfactory technical quality at a reasonable cost." Considerable technical data on color will be introduced at the FCC hearing.

RMA President Raymond C. Cosgrove, Avco Mfg. Corp., will be chief association spokesman at the FCC TV hearing. Supporting him will be Dr. W. R. G. Baker, General Electric Co., RMA Engineering Dept. director, and other technical witnesses.

As to UHF allocation, RMA said the plan to add 42 6-mc channels is substantially in accord with a recommendation it made to the FCC last February. At that time the association urged that the TV freeze be lifted as promptly as possible and that there be minimum overlap of UHF and VHF stations in any given area. RMA concurs with the FCC objective of creating a "truly nationwide TV service on a competitive basis" but feels detailed allocations should be worked out with the broadcasters concerned.

"RMA's chief interest in alloca-

(Continued on page 40)

RCA PLAN

No Change in Transmission Standards Needed, Firm Says

COMPLETELY compatible color TV system, entirely electronic, was announced Thursday by RCA in a written statement to the FCC. Based on years of research, the plan requires no change in transmission standards of present black-and-white, RCA claimed, and enables present sets to receive color programs in monochrome without any change.

The letter, signed by C. B. Jolliffe, executive vice president in charge of RCA Labs Div., was addressed to T. J. Slowie, FCC secretary, in advance of the FCC's Sept. 26 allocation hearings.

Full text of the letter follows:

In compliance with paragraph 14(a) of the Notice of the Commission in the above proceedings issued July 11, 1949, Radio Corporation of America hereby submits the following comments:

1. CHANGES IN TRANSMISSION STANDARDS LOOKING TOWARD COLOR TELEVISION.

RCA has developed a new color television system which does not require any changes in present transmission standards.

This new color system is all-electronic, has high-definition and operates entirely within a 6 megacycle channel.

The system has standards of performance equivalent to the present black-and-white standards both for color and for reproduction of the color signals in black-and-white. It accomplishes this in a 6 mc channel without any degradation of picture quality.

Our new system is a completely compatible system. It enables present television sets to receive color programs in monochrome without any modification whatever and without any converter or adapter.

Demonstrations will show that when a television transmitter shifts from black-and-white transmission to color transmission on this system, the viewer of an existing black-and-white receiver will be unaware of the shift. On the otherhand, by means of this new system, a viewer of a color set receiving programs in color will, when the station changes from color to black-and-white transmission, see black-and-white pictures without making any changes in his receiver.

Thus, with this new RCA color system, the transmitting station can change at will, either from color to black-and-white or the reverse, without disturbing the viewers of either the existing receivers or color receivers, without requiring adjustments to either type of receiver and, therefore, without any loss of audience.

Our new color system is also an adaptable system. Color programs can be viewed either on new color receivers or on existing receivers equipped with a color adapter.

This new RCA color system is the fruit of years of research and development. During the last decade RCA has carried on much research and development work looking toward a practical system of color television. During this period our engineers have investigated many systems and studied their advantages and disadvantages. It has been our objective to develop a high-definition color system which could be integrated into the existing black-and-white system without obsoleting present transmitters and receivers.

During the hearing in Docket No. 7896 held in 1946-1947, RCA demonstrated a simultaneous color system which the Federal Communications Commission recognized as having considerable merit. This system, however, needed further development, and the Commission has been informed at intervals of our progress.

The simultaneous system which we first demonstrated in 1946 requires a minimum of 12 mc for transmission and, because of problems of frequency allocation, it was necessary that that system be proposed for operation only at ultra-high frequencies.

In 1947 and 1948, RCA conducted extensive transmission tests at UHF, among which were the UHF tests in Washington, D. C., during the fall of 1948. Full information on these tests is in the files of the Commission. The results of the UHF propagation tests showed that much more work was needed in the UHF band before reliable public service could be given in that band.

This necessarily involved delay in bringing high-definition color television service to the public in the UHF band, not for reasons connected with color, but because of propagation difficulties. At that time we were also concerned because the VHF 6 mc channel did not provide color television without degrading the quality of the picture.

Therefore, even before our Wash-

(Continued on page 39)

FCC ACTIONS

GRANTS for two new AM and a new FM outlet were authorized by FCC last week. Eight stations received transfer grants, including $675,000-sale of WDSU-AM-FM-TV New Orleans to Stern family, and sales of KVOR Colorado Springs, Col., and WSAC Columbus, Ga. Two AM and five FM stations were deleted. Details of these and other FCC actions are carried in FCC Roundup on page 75.

MULTIPLE-SET HOMES

Whan Survey Shows Added Listeners

IMPORTANT radio audience not shown in usual surveys is available to advertisers in multiple-set homes.

Extent of this audience, described as a matter of deep concern in the field of radio research, is revealed in the 1949 Iowa Radio Audience Study directed by Dr. Forest L. Whan, U. of Wichita. It is the 12th consecutive study of Iowa listening conducted for WHO Des Moines.

Extra listening of more than an hour a day was found in homes having more than one radio set (45.7% of all Iowa homes).

Equally important is the discovery that two-thirds of the time the receivers in multiple-set homes are tuned to competing programs.

For the first time the Iowa study also gives data on radio ownership for trucks and tractors as well as barns, use of radio in milking and amount of time auto sets are used.

Set ownership in the state is near saturation, the study shows. In 1940 96.5% of urban homes had one or more radios compared to 98.9% in 1949; 89.9% of village homes had sets compared to 97.8% this year; farm homes, 86% to 98.6%.

Along with this trend has come a sharp rise in number of homes with two or more sets. In 1940, 81.8% of radio homes had only one set, 13.8% two sets, and 4.4% three or more. In 1949, 54.3% had only one set, 33.3% had two, and 12.4% had three or more.

Location of Multiple-Set Homes

Breaking down the multiple-set homes, the survey comes up with these relative figures: 47.5% of urban homes have only one set, 60.4% in villages, 58.8% on farms; 35.8% of urban homes have two sets, 29.5% in villages, 32.6% on farms; 12.2% of urban homes have three sets, 7.6% in villages, 6.8% on farms; 4.5% of urban homes have four or more sets; 2.5% in villages, 1.8% on farms.

Having shown the extent of multiple-set ownership, Dr. Whan's Iowa study describes just what happens in these homes. He had found in 1948 that one of four homes reported simultaneous use quite often in the evening, with one of 14 using the sets nearly every day or quite often in the daytime.

Going deeper into this subject, the 1949 survey shows that the greater the number of sets owned, the greater the probability of the family using sets simultaneously on an average weekday. For example, 26.4% of two-set homes use both sets simultaneously on an average weekday compared to 44.3% using two sets at once in a three-set home and 67.7% using two sets at once in a four-or-more-set home.

Urban Use Higher

The average Iowa home with more than one set, daily uses two sets simultaneously more than four quarter-hours, it was shown, with urban homes making greater use of sets than farm homes (see chart below).

Dr. Whan adds: "This additional hour of listening on the part of the 45.7% of Iowa homes owning more than one set represents 'extra listening' not usually measured by radio audience research limited to analysis of use of the 'family set'. It represents a sizable audience which should not be ignored in the future, an audience which increases in direct proportion to the increase in number of sets in the home."

Having shown the extent of multiple-set listening, the survey takes up the question of programs heard. Dr. Whan's study "shows that better than two times out of three the sets are tuned to competing programs—of grave concern to research."

When used simultaneously, sets usually tuned by all families questioned carry the same program in 29% of cases and in 71% have different programs. In two-set homes, 30.7% are tuned to the same program, 69.3% to different programs; three-set homes, 25.4% same program, 74.6% different; four-or-more, 23.7% same program, 76.3% different.

In urban homes, 29.8% hear the same program, 70.2% different programs; village homes, 31.6% same program, 68.4% different; farm homes, 26.2% same program, 73.8% different.

Listening habits in multiple-set homes are shown by half-hour periods from 6 a.m. to midnight in two-set, three-set and four-or-more-set families.

Location of sets in radio homes is analyzed by Dr. Whan. The living room, as expected, is the most frequently radio-equipped portion of the home. Location of sets in living room: All homes 68%; urban, 78.6%; village 70.1%; farm 54.2%.

Kitchen: All homes 36.2%; urban, 32%; village 31.7%; farm, 43.7%.

Bedroom: All homes 21.2%; urban, 28.3%; village 17.3%; farm, 15.2%.

Dining room: All homes 20.8%; urban, 16.4%; village 19.6%; farm, 26.6%.

Between 2% and 3% move the radio about the house and 3.6% have sets in other rooms.

42% Have Car Radios

Going into auto radios, the survey shows that 42% of all Iowa families have cars equipped with radios (38.7% of urban famiiles, 34.9% village, 52% farm). It discloses that 51.9% of car owners have auto radios (54.3% of urban families, 46.7% village, 50.1% farm).

For truck owners, 9.7% are radio equipped (13.7% urban families, 15.2% village, 7.8% farm). In the case of tractors, 0.4% are radio equipped.

It was found that 12.5% of barns are radio equipped.

The survey measured FM sets in Iowa homes, finding 7.7% of all families have sets capable of receiving FM (8.9% of urban families, 6.9% village, 6.8% farm). Interviewers asked to see the set in each case to avoid confusion of duplicated programs over AM-FM stations.

Out-of-home listening is increasing in Iowa, Dr. Whan's survey shows. In 1948, 13.4% of families reported regularly using non-auto sets outside the home, but in 1949 the figure rose to 15.5%.

Detailed findings are presented on the use of auto radios by the 51.9% of car owners having receivers, with increased daily listening shown in comparison to prewar years when relatively few Iowa families had radio-equipped cars.

The findings are summarized as follows:

Better than half of the women and approximately three-fourths of the men (in families owning cars equipped with radios) ride in those cars each weekday.

Men are more likely to ride than women; farm owners more likely to ride than urban owners.

Approximately half of both men and women riders use the radio each day while driving, with younger riders more likely than older to use the car radio.

About one-third of all riders use the car radio within the first five miles.

More than half of all riders use the car radio within the first 25 miles.

Better than two of three riders use the car radio within the first 100 miles on a given day.

Comparing data on stations to which the family listens most to figures in heard-regularly ratings, the survey shows that the latter provide "an excellent check" on the area covered by a station's programs but do not give a reliable index to amount of listening. In general, listeners were found to spend about six hours of listening to their "listened to most" station in Iowa for every hour they spend with another station "heard regularly."

Multiple-set ownership increases the amount of listening per adult, it was found, amounting to a 21.4% increase in listening-time in all homes (10.8% in urban homes, 40.6% village, 25.9% farm). Taking the four-hour period just preceding the time of interview as a basis, a 9.1% increase in amount of adult listening is caused by multiple-set ownership (1.9% in urban homes, 18.4% village, 3.9% farm).

Builds Audience Total

Furthermore, it was found that the number who listen is increased by multiple-set ownership. Taking the same four-hour test, 60.8% of respondents had listened during the period in one-set homes compared to 68.2% in multiple-set homes. Broken down, the increase in number of listeners is shown as follows: Urban homes, 58% listened in four-hour test period in one-set homes compared to 63.2% in multiple-set homes; village, 59.2% listened in one-set homes compared to 70% in multiple-set homes; farm, 64.5% in one-set homes, 74.2% in multiple-set homes.

Audience-flow data disclose that after 8 a.m. the greatest amount

(Continued on page 22)

AVERAGE FAMILY LISTENING
USING TWO SETS SIMULTANEOUSLY

WEEKDAY

4.08 QUARTER HOURS

EVENING

AFTERNOON

MORNING

0.48 QUARTER HOURS

0.75 QUARTER HOURS

2.85 QUARTER HOURS

Giveaway Fight

(Continued from page 15)

contained in Section 316 of the Communications Act, but removed from the latter by Congressional action a year or so ago, it was pointed out.

In an official statement announcing that CBS would seek court relief from the FCC's ruling, Frank Stanton, CBS president, charged that the FCC exceeded its authority in the giveaway action.

"Not only do the rules go far beyond the Federal statutes relating to lotteries and fight enterprises," Mr. Stanton said, "but the authority and jurisdiction of the Commission to impose an absolute prohibition upon a particular type of program is open to serious question under the law which contemplates that broadcasters themselves shall determine what programs will be broadcast, consistent with the needs and desires of listeners."

CBS, said Mr. Stanton, "has only two sponsored network programs which appear to be affected by the recent FCC rules relating to giveaway programs." (Although Mr. Stanton did not identify the two commercial shows to which he referred, it was understood he had in mind *Hit the Jackpot*, sponsored by DeSoto-Plymouth Dealers, and *Sing It Again*, which has been bought by Carter's Products to advertise Arrid, an underarm deoderant.)

Mr. Stanton, in his statement, omitted mention of other CBS giveaways which do not embrace either telephone or letter-writing contests and which, by his inference, he did not believe subject to the FCC rules.

The only network which intended to take no action against the FCC ruling was Mutual. Frank White, MBS president, said: "It appears Mutual has no programs in that category."

Mr. White did not amplify his statement. It was assumed, however, that he believed MBS giveaways were safe from the FCC actions because none currently contains a telephone element.

So far as could be learned, no sponsor of a giveaway on any network had indicated a desire to cancel his show. Networks had given agencies and sponsors private assurances, it was learned, that they intended to prosecute to the hilt legal action against the ruling and that perhaps as long as a year might pass before final adjudication.

Advise Clients

In the meantime, the networks were said to have advised their clients, giveaways were virtually assured of remaining untouched.

One result of the FCC ruling, however, was the sudden abatement of sponsor interest in new giveaways. In at least one instance, it became known, an advertiser who had been on the brink of buying a giveaway quit the negotiations with the explanation he would wait for the dust to settle in the tiff between the networks and the FCC.

Of the 39 total giveaways on the four networks, 21 are sponsored, two of them cooperatively. By networks they are:

ABC: *Betty Crocker Magazine of the Air*—General Mills; *Break the Bank*—Bristol-Myers; *Bride & Groom*—Sterling Drug Co.; *Chance of a Lifetime*—Bruner-Ritter Co.; *Name the Movie*—Revere Camera Co., and *Stop the Music*—P. Lorillard, Eversharp Inc., and and Spiedel Corp.

CBS: *Hit the Jackpot*—DeSoto-Plymouth Dealers; *Sing It Again*—Carter's Products (after Oct. 1); *Grand Slam*—Continental Baking Co.; *Bob Hawk's Show*—R. J. Reynolds Tobacco Co., and *Give & Take*—Toni Co.

MBS: *Queen for a Day*—Philip Morris Co. and Miles Labs Inc.; *Fishing & Hunting Club of the Air*—cooperative; *Tell Your Neighbor*—cooperative; *Man on the Farm*—Quaker Oats, and *Twenty Questions*—Ronson Art Metal Works.

NBC: *Hollywood Calling*—Gruen Watch Co.; *Take It or Leave It*—Eversharp; *Quiz Kids*—Miles Labs; *Welcome Travelers*—Procter & Gamble; *Dr. I. Q.*—Mars Inc.; *Double or Nothing*—Campbell Soup Co.; *Truth or Consequences*—Procter & Gamble.

Each of these programs distributes prizes in cash or merchandise or both to listeners or participants, although not all involve telephone calls or letter writing.

As lawyers were drawing their tactical plans for attacking the FCC's ruling, the man who started it all was taking the cataclysm in stride. Ralph Edwards, presiding buffoon on *Truth or Consequences* and the inventor of the fabulous jackpot, was readying a new method of throwing money to the winds.

Mr. Edwards, who offered radio's first monstrous booty jackpot in his "Miss Hush" contest several years ago, had a new idea which was to be introduced on his broadcast over NBC last Saturday night, when *Truth or Consequences* returned after summer vacation.

It seems Mr. Edwards was going to have a celebrity, dressed as a deliveryman, talk with a common citizen "somewhere in the United States" a few days before the program. This momentous conversation was to be secretly recorded and played back on the show. The common citizen was then to be telephoned by Mr. Edwards and given $2,500 cash if he could identify the disguised celebrity who had conversed with him.

"The emphasis will be on the stunt rather than on the prize," Mr. Edwards was quoted by his press agent as explaining. Somehow he expected that to be legal.

GIVEAWAY VIRTUE

Jackpot Aids ABC's Maupin

HERE'S the tale of one giveaway show that has its virtues, the FCC notwithstanding.

When Rex Maupin, ABC's musical director in Chicago, started shopping last week for musical instruments to outfit a new TV studio in the Civic Opera Bldg. (see separate story), he struck a snag. None of Chicago's music stores had a celeste in stock.

In need of the instrument without delay, Maestro Maupin recalled that a woman in suburban Cicero recently had won a $15,000 *Stop the Music* jackpot, complete with celeste.

"Can we make a deal?" he queried over the phone.

"Heaven knows, I have no use for it," the prize-winner replied.

Meeting her price, Mr. Maupin had the instrument picked up next day.

UP TO his ears in letters is Wilson Edwards, m.c. of KSDO San Diego *Time to Win*. KSDO Account Executives Norman Kay (l) and Fred Stubbins assist him. Eighteen months old, the five weekly giveaway program has been constant sell-out for participating sponsors.

Two Decades of Radio Giveaways

By LARRY CHRISTOPHER

RADIO giveaways are not new. In fact this type of program has been used for more than two decades.

The FCC's rule banning virtually all giveaway shows effective Oct. 1 (see stories pages 15 and 21), follows an upsurge of such programs since the end of the war. Here, in chronological order, are some of the highlights of the giveaway radio program.

* * *

1929 One of the first bills to to prohibit lotteries on the air was filed Oct. 3, 1929, as HR 4499. The bill was not passed but would have amended the Radio Act of 1927 to forbid broadcasting of lotteries and to prohibit the use of profane language.

* * *

1930 The Federal Radio Commission, in a letter made public Dec. 15, 1930, announced that any station's use of its facilities for lottery purposes would "weigh heavily" against it at renewal time in view of the 'legislative policy of Congress against the dissemination of lottery information (as expressed in the Federal statutes prohibiting the interstate transportation of lottery tickets, advertising, etc.)." The letter replied to a request that Chicago stations be warned their licenses might be in jeopardy should they proceed with rumored plans to air lottery information. The Radio Commission refused to issue the warning, on the ground that to do so would constitute a censorship in advance of any actual misconduct by the stations. The request had been made by Col. Robert Isham Randolph, president of the Chicago Assn. of Commerce and resulted in a libel suit against Col. Randolph by Mayor William Hale Thompson of Chicago, who alleged that the request charged him with operating a lottery and recited the rumor that Chicago stations were to be used in furtherance of the lottery.

* * *

1931 Several bills were introduced in Congress on lottery programs without ultimate success, including the Dill-White bill which sought multiple revisions of the 1927 law. The American Newspaper Publishers Assn., at its annual convention in New York on April 23, 1931, adopted a resolution endorsing government regulation of radio lotteries. It endorsed efforts of its committee on Federal laws to impose on radio the same restrictions on lottery advertising which apply to newspapers. It also endorsed in principle an amendment to a pending radio bill which would make broadcasting of lottery information or similar schemes a Federal offense and place station licenses in position for possible revocation. On May 4, 1931, the FRC denied ANPA's petition for an order banning "lottery and gift programs." FRC took the position that the question of prohibiting lottery advertising by radio was a matter for legislation. At the time an FRC Law Division memorandum on the subject was quoted as stating:

While Congress can and does confer upon administrative bodies of its creation the power to enact rules and regulations, these rules are not for the government of such bodies but for administering the laws that do govern. When Congress has indicated its will by appropriate legislation it can give to those who are authorized to act under such general legislative provision: "Power to fill up the details" but not to further the scope and effect of such legislation to cover matters not included therein.

In spite of this position, FRC on May 7, 1931, issued the following public notice:

Upon frequent occasions there have been brought to the attention of the Commission complaints against radio stations broadcasting fortune telling, lotteries, games of chance, gift enterprises, or similar schemes offering prizes dependent in whole or in part upon lot or chance. On that subject the Commission has to say: There exists a doubt that such broadcasts are in the public interest. Complaints from a substantial number of listeners against any broadcasting station presenting such programs will result in

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PRESS REACTION

FCC Overstepped in Ban

A MAJORITY of newspapers feel the FCC overstepped its authority in handing down a decision defining certain types of giveaway programs as violating the criminal lottery laws and in effect banning such programs from the air [BROADCASTING, Aug. 22].

Perusal of editorials indicates over two-thirds of newspapers are critical of the FCC action though many are also critical of giveaway programs.

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, agreed with an editorial in the Aug. 23 *Washington Post* (WTOP) which contended the FCC had ample power for its action. In comment accompanying his insertion of the editorial in the *Congressional Record*, Sen. Johnson praised the three members who voted for a halt "on the insane giveaway fad," regretting that all seven Commissioners had not joined "as a unit in abolishing this cheap clap-trap which lowers the standing of radio."

Sen. Johnson said "Radio licenses were not granted to cultivate and appeal to base emotions. Radio broadcasting has a finer service to offer than that. Pyramid clubs, giveaway programs and lotteries may have strong audience appeal, but it is not an appeal worthy of our greatest entertainer and instructor—the radio."

'Should Welcome' Ruling

The *Post* suggested broadcasters "ought to welcome this ruling as a salutary policing measure that will protect them from the competitive pressure of a debasing form of entertainment appealing to the cupidity and gambling instincts of mass humanity." It said that if broadcasters don't justify belief in the American system of private ownership, an aroused public will demand "increasingly drastic regulatory action and possibly Government suppression of private companies."

On the other hand the *New York Herald Tribune* holds that Comr. Frieda B. Hennock "quite properly" questioned whether FCC is usurping powers of the Dept. of Justice and Congress. It adds, "Technically a quorum was present, but in a case of this sort, the Commission owes it to the public to act with assurance or not at all."

The *Herald Tribune* argues that questioning of the FCC's powers "does not relieve radio people of the duty of examining for themselves whether the giveaway programs constitute a thoroughly desirable form of broadcasting."

Columnist John Crosby, in the same paper, commented, "If the FCC is upheld, a national lunacy like midget golf and marathon dancing will have passed into folklore. . . . The ruling will have an especially happy effect on television, which was beginning to be saddled with giveaways right in infancy and might have been crippled for life."

The *Washington News*, Scripps-Howard, hit hard at FCC. "We don't have a police state—yet" it asserted. "We do have bureaucrats who write their own laws when the laws passed by Congress fail to satisfy their thirst for power. That is moving toward dictatorship through a back door. . . . That's censorship by fiat—three men telling millions of Americans what they may hear on their radios."

The *Rochester* (N. Y.) *Times-Union* (WHEC) commented, "The FCC has banned giveaway shows on the radio. This just about eliminates competition with government in the giveaway business. To renew its license every radio station is going to have to compete with the government grab-bag. So you won't have to shoo away all visitors on Sunday evening now. Or go down to Radio City to get in the chips. Washington will be the best giveaway left. Do you want a deep-freeze unit? Don't expect it from radio. Find a friend of a friend of a 5 per center who knows where there are some factory rejects."

The *Roanoke* (Va.) *World-News* (WDBJ) sympathized with the FCC's horror of giveaways but contended it overstepped authority. The paper said giveaways have gone a long way toward real entertainment on the air and have cut audiences of good educational shows almost to zero. It concludes:

"This is a sad commentary on the American mind, but it's true and there you are. If anybody is to do anything about it, Congress and the courts, rather than FCC, appear to be the proper authorities. FCC probably is due for a slap-down."

The *Baltimore Sun* (WMAR) pointed out that "only last week BROADCASTING, the weekly organ of the industry, carried a strong editorial protesting against the whole idea of giveaways and calling on the leaders to adhere to better standards." The *Sun* calls the giveaway in its "most extreme form" a "vulgar appeal to cupidity," but says some of the programs "are delightful to see or listen to."

Concluding, the *Sun* says: "It would be far better to persuade individuals who control the various chains and stations to make their own selections between the acceptable and the reprehensible than to leave the policing to a government

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ROUNDUP OF LEGAL VIEWS ON GIVEAWAY RULING

LOUIS G. CALDWELL

Kirkland, Fleming, Green, Martin & Ellis
(First General Counsel, Federal Radio Commission)

I agree with the dissenting opinion of Comr. Hennock.

* * *

SEN. EDWIN C. JOHNSON (D-COL.)

Chairman, Senate Interstate and Foreign Commerce Committee

Sen. Johnson

Certainly I want to pat on the back the three members of the Commission for their courageous action in calling a halt on the insane "giveaway" fad which has swept radio. The chance to win on these programs is said to be less than one in eight million so only an infinitesimal number can take much of a financial loss in their elimination.

Only the advertiser gets something for nothing out of these medicine men radio shows. I regret . . . that all seven Commissioners did not find it possible to join as a unit in abolishing this cheap clap-trap which lowers the standing of radio. Radio licenses were not granted to cultivate and appeal to the base emotions. Radio broadcasting has a finer service to offer than that.

Pyramid clubs, "Giveaway" programs and lotteries may have strong appeal but it is not an appeal worthy of our greatest entertainer and instructor—the radio.

* * *

PHILIP G. LOUCKS

Loucks, Zias, Young & Jansky
(Former Managing Director, NAB)

Broadcasting of a lottery, gift enterprise or similar scheme is a crime punishable by fine or imprisonment. Either the sponsor or the licensee, or both, may be prosecuted for such broadcasts under the statute. Each is entitled to a trial by jury.

Under the new regulations it is conceivable that the Commission might refuse to renew a license for a broadcast which a jury, after trial, might find not to be in violation of the statute. Under such circumstances the acquitted licensee probably will not feel very happy about being forced out of business because of his innocence.

Congress intended that criminal punishment and not exercise of the Commission's licensing power should be the deterrent against the wrongdoing proscribed by Sec. 1304 of the U. S. Criminal Code.

* * *

W. THEODORE PIERSON

Pierson & Ball

The Commission's report and order in my opinion offends both legal and constitutional principles. It seeks to restrain programs that are not proscribed by the statute. It ignores judicial specifications of the element of consideration and completely reverses previous legal concepts in this regard.

In the last paragraph of its report the Commission, in effect, states that consideration sufficient to support condemnation as a lottery is conclusively presumed in any case where a giveaway program is designed to attract listeners and benefit the broadcaster and the sponsor, which merely describes all giveaway programs.

By paraphrasing the statute's proscription of the element of lot or chance, the Commission's order ambiguously broadens the prohibitions of the statute. Since the report by administrative fiat previously restrains programs which under present judicial authority are not condemned by the Criminal Code, the Commission's action is censorship and an interference with the right of free speech by radio and, therefore, beyond its statutory and constitutional authority.

It is hoped that the general and broad statements of principles made

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ANALYZING chemicals while on a personal tour of Phillips Petroleum Co. is Erle Smith, KMBC-KFRM Kansas City news editor, subject of a four-page spread in the company's national magazine. This summer marks the 10th anniversary of Phillips sponsorship of Mr. Smith's late-evening newscasts, a record for KMBC of more than 2,000 consecutive broadcasts of uninterrupted sponsorship. Phillips has renewed its contract to enter its 11th year in news programming.

GRID SPONSORS

Sinclair on WKOW; Others

REPORTS of more football sponsorships [BROADCASTING, Aug. 22] last week included signing of Sinclair Gasoline's Southern Wisconsin dealers with U. of Wisconsin for games to be aired by WKOW Madison. Twenty-one Sinclair dealers banded together to make possible broadcasts of the complete nine-game schedule.

Also in the Midwest, WNBK (TV) Cleveland will telecast via film all 15 Cleveland Browns' football games sponsored by Leisy Brewing Co. of Cleveland. WNBK will show previous weeks' games on Saturday, thus designed to avoid an adverse effect on attendance. Series started Aug. 20 with the Browns-Chicago Hornets contest.

James P. Clark, president of the Philadelphia Eagles, National Pro League champions, announced Aug. 23 that several of the games his team will play in other cities will be telecast to Philadelphia. As was previously reported, none of the Eagles' home games in Philadelphia will be telecast.

Run-down of others include: WLW (TV) Columbus will present two additional football programs to the Ohio State U. home schedule already contracted. The programs are *Football Previews* and *Football Scoreboard*. WSB Atlanta will cover the annual *Atlanta Journal* all-star high school football game. Again this year, WSB-TV cameras will focus on the action for televiewers.

WKID Urbana, Ill., will carry U. of Illinois games and feed to Illinois and out-of-state stations, G. Max Kimbrel, manager of the Illinois Sports Network has stated. The network also will broadcast all of the university's basketball games, home and away. Three stations, WAAF Chicago, WTAX Springfield and WKID, had signed for the basketball games early last week with seven other Illinois stations giving tentative authorizations.

In Indiana, WCSI (FM) Columbus has signed Westinghouse Dealers of southern Indiana for sponsorship of the Chicago Cardinal games, home and away.

WTMJ-TV Milwaukee will telecast five of U. of Wisconsin and three Marquette U. home games sponsored by First Wisconsin National Bank of Milwaukee. While this will be the first year for the bank sponsorship of U. of Wisconsin games, First National contracted last year for Marquette contests.

Play-by-play descriptions of Notre Dame games during the season will be carried by WFRE-AM-FM Cleveland, new independent 5 kw outlet in that city, the station announced last week. Schedul runs from Sept. 24 through Dec. 3.

CHEST APPEALS

WHOM Issues Translations

WHOM New York has specially transcribed Community Chests of America fund appeals in Spanish, Italian, German and Polish for distribution to foreign-language stations all over the country by the Community Chest's radio committee.

Transcriptions are based on material supplied by the organization, and are expected to be heard by about four million listeners in the Greater New York area alone, according to Fortune Pope, executive vice president and general manager of WHOM.

BREAKING ground for WFCB Dunkirk, N. Y., new transmitter are (l to r): Raymond Bentley, director; Roger Waite, secretary; Thomas Tobin, President, all of Dunkirk Chamber of Commerce; Walter Murray, Dunkirk Mayor; Paul Renckens, director; Gerald Dash, treasurer; Alois A. Schmidt, president, Paul Fischler, chief engineer, all of the Dunkirk Broadcasting Corp., WCFB owner, and Roman Waite, Industrial Commissioner of the city of Dunkirk. Formal opening of WFCB, operating on 1410 kc with 500 w day and night, is scheduled for Oct. 15. Mr. Schmidt will be station manager. Consulting engineer is Russell P. May and the attorney is Charles F. Duvall, both of Washington, D. C.

'COMPARISON NETWORK'

Promotion, Program Exchange Formed by Five Outlets

BELIEF that two heads can do a better job than one has spurred a broadcasting group to operate a cooperative venture, called "Comparison Network," to boost sales and promotion.

Idea of the "network," a non-profit organization boasting five members, is to inter-change individual initiative and creative ability on programs, sales and promotion.

Leading the movement is Bill Sinor, sales manager of KGVO Missoula, Mont., 5 kw affiliate of CBS. Participating stations in addition to KGVO include, with more expected: KXO El Centro, Calif. 250 w MBS; KOLT Scottsbluff, Neb. 5 kw CBS affiliate; KTMS Santa Barbara, Calif. 1 kw ABC outlet and KOAT Albuquerque, N. M. 250 w affiliate of ABC.

The "network" tapes those shows in which each station has particular pride and shuttles them among the participating stations, so that by comparison, each outlet can improve its programming structure and utilize new ideas. Thus the benefit is two-fold to the sponsor: He receives the best program produced by the station's sales and programming departments and he gains the finished result of the combined network effort.

When a participating station needs a farm program, sports show, or a new twist on a weather forecast, a request is sent to Mr. Sinor's office. From there a memo is sent out to all members.

Each station takes an air check of its quality show in the particular category and bundles it off to the requesting station. With all of the member shows on tap, the requesting station then can pick the good ideas from each and produce its own, polished for the pitch of its sales department.

Multiple-Set Homes

(Continued from page 19)

of switching from station to station takes place on the hour; no more than 10% to 15% of the audience at any period has come from other stations; the great majority of listeners at any given quarter-hour had been listening to the same station during the preceding quarter-hour; the greatest number of "new listeners" tune in during the first quarter-hour of each clock-hour, with second largest group tuning-in on the half-hour.

About 10% of Iowa farmers use the radio in the barn while milking, it was found, with two-thirds of the women and three-fourths of the men believing radio is "a help" at milking time. Seventeen per cent of those with radio in the barn believe use of radio at milking time results in an increased amount of milk.

Extensive data on program and station preferences are given in the Iowa study, which is based on 9,169 families questioned in late March and early April. These were carefully selected and response weighted. The random sample reached 1 in 76 homes in the state. Prof. W. R. Underhill, of Iowa State College, personally supervised the interviewers.

NABET POLLS

Members on CWA Merger

NATIONAL Assn. of Broadcast Engineers and Technicians, an independent union, announced last week it had submitted to its membership a proposal to affiliate with the Communications Workers of America (CIO), an international union with 300,000 members.

Current membership of NABET is about 2,000.

In a statement sent to chapter chairmen, Clarence Westover, NABET executive secretary, said the independent union "feels the need of affiliation" and that "after a survey was made of the various unions in the field, we have concluded that the Communications Workers of America are the logical union to affiliate with."

NABET was originally an association of engineers and technicians employed by NBC. It became an independent union in 1942, negotiating its first non-NBC contract with WOR New York.

It currently holds contracts with ABC, NBC and with a large number of stations as well as with RCA-Victor, Muzak and NBC Recording in the record field.

Both NABET and CWA officials emphasized that the affiliation was not yet a fact. Details of the joining of NABET to the larger union were still under discussion.

NABET executives, however, were preparing explanatory material to be sent to the membership. A national referendum on the question of affiliation will be held.

One practical result of an affiliation of NABET with the powerful CIO communications workers would be a strengthening of the broadcast union's hand in future negotiations with broadcasters.

VAIL PISCHKE

Opens New Radio Law Firm

VAIL W. PISCHKE, radio attorney, has opened his own offices at 724 Ninth St. NW, Washington. He resigned recently from the NAB Legal Dept. to re-enter private practice.

Mr. Pischke

Mr. Pischke was with Louis G. Caldwell, of the firm of Kirkland, Fleming, Green, Martin & Ellis, from 1944 to 1946, leaving to become associated with former Assistant Attorney General Norman M. Littell. He joined NAB last year. Before graduating from Notre Dame with B.A. and L.L.B. degrees, he was active in radio production. In 1944 he won the annual ASCAP award for a paper on radio copyright law. He is a member of the Indiana, District of Columbia and Supreme Court bar as well as the D. C. and Federal Communications Bar Assns.

COST THEORY Would Aid Smaller Stations

By JAMES D. McTIGHE
RADIO DIRECTOR
Olmsted & Foley, Minneapolis

AT LAST. A simple method by which the radio station consistently located at the bottom of the Hooper ratings (or Conlan's or diaries or any recognized rating methods) can argue effectively against the "power-houses," by showing its comparative cost per listener. Here's the way I did it.

I was convinced that my client could use the lowest-rated station in the market because this station has a record of selling merchandise to a small, loyal audience. Also, this station had proved that it could pull a rating, though rarely, if the programming were strong enough. I felt that I had a strong program.

Period Studied

The period I was considering was a weekday full hour, Class B. The cost for that particular hour on each of five stations was the first constant. (This constant could also consist of the cost of a chainbreak, minute, quarter-hour or any comparable period.)

The second constant in my analysis was the average share of audience for the four consecutive quarter hours according to the latest Hooper ratings. Instead of working for cost-per-Hooper point or cost-per-thousand listeners, I took a left turn and calculated the *cost-per-one per cent of share of audience.*

Here's the arithmetic. Station A is the one I recommended. Round figures are used to simplify the example.

Cost Per Class "B" hour, One Time

Station A	B	C	D	E
$100	$250	$300	$125	$150

* * *

Mr. McTIGHE

Average Share of Audience

Station A	B	C	D	E	Other
13.5%	27.1%	31.4%	10.3%	17.5%	.2%

Now, by dividing the share of audience figure into the cost per hour figure, I arrived at the cost-per-one per cent of share of audience. Like this:

Station

A	B	C	D	E
$7.47	$11.07	$7.96	$12.13	$8.57

As you can see from the above, Station A is actually a better buy at this particular hour than any other station in the line-up. This formula can also be applied to any unit of time with any reliable rating method that gives a share-of-audience figure since all the factors used in the arithmetic are constant and none of them is absolute . . . that is, they show comparisons only. The final cost per-one-per cent of share of audience *must not* be construed as cost per hundred or thousand listeners.

One of a Series

Explains to Others

Since I first used this analysis several weeks ago (and it convinced the client, by the way) I have explained it to time salesmen, radio representatives and other timebuyers, and all of them feel it is valid. That's why I'm putting it into print.

If any readers can point out an error in the reasoning or limitations of the theory itself, I'd like to know about it. And if anyone has used this method before, I'll be glad to move over and share the credit for what I consider a new and valuable technique for timebuyers.

MR. McTIGHE here describes an unusual but simple survey technique by which he believes the smaller station can compete rating-wise with "power-houses" of the industry. It is an interesting departure from the traditional analysis method, and may prove helpful to timebuyers. Mr. McTighe has been radio director at Olmstead & Foley, Minneapolis, since August 1946. He was named an associate agency partner last September. Previously he had served with KDAL Duluth and Campbell-Mithun, Minneapolis, as copywriter.

ALL-RADIO FILM *Committee Approves Script*

ALL-RADIO Presentation Committee on Thursday gave final approval to the shooting script of the industry-wide promotion film which will dramatize actual radio result stories proving that at all levels, radio advertising can produce maximum results for advertisers most economically and quickly.

Script will be submitted to film producers for bids this week. Committee hopes to have filming under way by September, with completed picture ready for use by Jan. 1, 1950.

Film will run 40 to 50 minutes, with black-and-white prints of both 35mm and 16mm available. Filming will be done documentary fashion, shot on location in various parts of the country. Ben Gradus, film consultant, whose report also was approved by the committee, has completed an inspection tour of a half-dozen sites offering dramatic evidence of radio's potent result-producing power and has already roughed out shooting schedules for this part of the picture.

Will Show Effects

In addition to the commercial story of radio, the film also will show the effect of broadcasting on the lives of the American people and its effect throughout the nation. These two aspects will be segregated in shorter 20 minute—films, one dealing with radio's commercial impact for use in showings to advertisers, the other summarizing radio's role as a social force for showing service clubs, PTA groups and similar organizations.

Approval of the script marks the close of the second phase of the All-Radio Presentation project. First was the financing campaign, which enlisted the support of 510 stations, contributing $79,120 and three networks—ABC, CBS, NBC—who jointly added another $50,000. Script was written by Mr. Gradus and Victor M. Ratner, CBS vice president in charge of promotion. Mr. Ratner also will act as producer, with the filming of the picture to be done under his guidance.

Mr. Ratner presided at Thursday's meeting, held at BAB headquarters in New York, in the absence of Chairman Gordon Gray, WIP Philadelphia. Others present were: Ivor Kenway, ABC; Lewis Avery, Avery-Knodel; Herbert L. Krueger, WTAG Worcester; W. B. McGill, Westinghouse Radio Stations; Maurice B. Mitchell, BAB.

Beginning as a joint network project for an industry-wide promotion in December 1947, the All-Radio Presentation Committee was formed after the NAB Los Angeles convention in May 1948 broadened the project to permit all segments of the industry to participate. Committee was incorporated under New York State laws on April 27, 1949.

NAB MAILING
Gives District Meets Data

THE NAB is sending information to members and non-members in 17 districts throughout the country on details of the series of NAB district meetings which begin early next month and continue through mid-December.

First mailing to the District 7, which meets Sept. 8-9 at Cincinnati, was devoted to sales sessions to be conducted by Maurice B. Mitchell, director of the NAB's Broadcasting Advertising Bureau. The folder features dealer cooperative advertising, national spot business, BAB sales aids, retail advertising, sales techniques of other media and other sales department subjects. Later mailings will cover details of operating costs control sessions to be conducted by Richard P. Doherty, director of the NAB's Employe-Employer Relations Dept., and broader aspects of broadcasting to be covered by NAB President Justin Miller.

ABOUT to take off from Peoria, Ill., for a week's fishing trip at Jackson Hole, Wyo., are entourage of New York advertising executives and their host, Manager Fred Mueller of WEEK Peoria. They are (l to r): Standing—Bill Kerr, Oklahoma City; Charles Hotchkiss and Gordon Johnson of Dancer-Fitzgerald-Sample; C. C. Slaybaugh, Morse International; Frank Silvernail, BBDO; Brownie Akers, Oklahoma City; Edward Hitz, NBC; Harry Hobbs, Ted Bates Inc.; Frank Headley, Headley-Reed Co.; Carlos Franco, Young & Rubicam; front row—Mr. Mueller; Raymond C. Simms, Erwin, Wasey & Co.; W. Doty Edouarde, Badger & Browning & Hersey; Edward Whitley, McCann-Erickson; J. D. McCarty, Oklahoma City; Tom McDermott, N. W. Ayer & Son.

LIQUOR ADS

Crawford Urges Radio-TV Ban

By JOHN OSBON

HOPES of the "dry" contingent, who are bent on keeping all liquor advertising from the nation's airwaves and extending the ban to wines and beers, received another shot in the arm on Capitol Hill last Wednesday when Rep. Fred L. Crawford (R-Mich.), avowed foe of "wet" radio, urged legislation expressly forbidding use of either radio or television facilities for such advertisements.

He told House colleagues he was pushing for "early consideration," but at week's end spokesmen for the House Interstate & Foreign Commerce Committee, to which the bill was referred, indicated it had not been discussed.

Rep. Crawford's measure (HR 6111) varies in certain respects from other legislation introduced earlier this year in Congress in that it specifically singles out the radio and television mediums. And whereas other legislators in the past have tried to spur action through the Federal Trade Commission, the FCC and by "moral suasion" through the Internal Revenue Bureau's Alcohol Tax Unit, Crawford's proposal would basically modify the Federal Alcohol Administration Act to attain that end.

Specifically, but in different ways, it is directed at some 200 stations contemplating acceptance of the ads, and at Schenley Distillers Inc., which currently is studying the possibility of using radio and video [BROADCASTING, Aug. 1, 8, 15]. In his statement, Rep. Crawford scored Schenley for intent to "flaunt established policy of the majority of distillers" and stations who "are sufficiently hungry that they are willing to grab the revenue from whisky programs." The measure would put the burden of initiative on advertisers, not stations, however, within the Alcohol Act.

Would Amend Act

Essentially, Congressman Crawford would amend the Act to prohibit use of such ads on radio or TV whereas the present law broadly permits advertisements in all media if they conform to certain provisions of the Act. In effect, then, the proposed bill discriminates wholly against the two licensed media without comparable allusion to printed media. It would embrace not only hard liquor, but wines and beers as well, Rep. Crawford said.

Furthermore, it would bring the Schenley firm to account for violation of the Federal Alcohol Act as amended, should the company go ahead with its plan to invade the radio field. Schenley is not a member of the Distilled Spirits Institute, which comprises about 70% of the distilling industry membership and which already has taken a stand against a voluntary and long-standing precedent [BROADCASTING, Aug. 1, 8].

Rep. Crawford pointed out that the Alcohol Tax Unit already has admitted "its hands are tied" and that FCC "has only a weak crutch in the form of 'license renewal.'" He warned that once "the booze barons break the precedent and get onto the airwaves . . . they will then inch their way onto the television screens . . ."

With respect to Schenley he added:

> The fact that it is now a lawful industry does not mean it can do as it pleases. In approving repeal the citizens of the country never had in mind that this industry would operate uncontrolled by appropriate restrictions. Schenley's may claim discrimination as a defense. If Schenley's officials are unwise enough to overlook the fact that this "discrimination" is backed up by public opinion, that will be bad for Schenley. For example, liquor dispensing establishments are properly "discriminated against" with respect to their location. Except for zoning restrictions, grocers, druggists and others may open a business without much difficulty as to location. However, our citizens have seen fit to provide legal controls governing location of whiskey sales places with respect to their proximity to schools and churches. There are other restrictions which the industry might claim are "discriminatory."

The legislator said that "both Schenley and these 200 or more broadcasting stations appear to be ignoring the considered judgment of the minds of the two industries. He included quotes by Howard T. Jones, executive secretary of Distilled Spirits Institute, and editorial comment by BROADCASTING, and said he would press for action since FCC and the Tax Unit "are powerless to keep whiskey off the air."

Congressman Crawford has been an active member of the "dry" forces in his Congressional tenure during which he has enjoyed the support of the Women's Christian Temperance Union and prohibitionist groups. In April 1948 before the Senate Interstate & Foreign Commerce Committee he testified on behalf of anti-liquor ad measures.

Other Bills Pending

Two other bills currently are pending in Congress—one in each house—to prohibit liquor ads in all media, including the broadcasting field. Identical in their provisions, each would make it unlawful for station operators to accept such advertising, where Rep. Crawford's bill extends only to distillers subject to Tax Unit jurisdiction. The measures (HR 2428 and S 1847) were instroduced by Rep. Joseph Bryson (D-S. C.) and Sen. William Langer (R-N. D.).

Hearings on the Langer bill have been slated for next January by the Senate Commerce Committee under the chairmanship of Sen. Edwin C. Johnson, prime-mover behind the "dry" movement to ban liquor ads. Sen. Johnson previously had communicated with FCC, asking it to consider the question at license renewal time, and Treasury Secretary Snyder's Tax Unit, urging it to use "moral suasion" on liquor licensees who break the voluntary ban. FCC agreed while acknowledging its lack of authority [BROADCASTING, Aug. 22].

SPIRITS ADS

Bishop, Congressman Oppose

FURTHER remonstrations against the liquor and alcoholic beverage industries for their exploration of radio and television as advertising media were voiced on other fronts last week—by a prominent Congressman and a high official of the Methodist Church.

In Philadelphia Rep. Joseph Bryson (D-S. C.), author of one of three bills to outlaw all such advertising in interstate commerce (see story this page), told the Women's Christian Temperance Union, at its 75th anniversary convention, that networks and stations frequently have "declined to give the 'dry' forces radio time, although they do not hesitate to carry programs sponsored by breweries and distilleries." The latter industries have gone "far beyond good taste," he added.

Meanwhile, Bishop Wilbur Hammaker, executive vice president of the board of temperance of the Methodist Church, said that whisky advertisers, headed by Schenley Distillers Inc., are hewing to a policy of "get the business," despite the Distilled Spirits Institute's 13-year self-imposed ban on radio ads. He termed it "an arrogant procedure" and said the practice involves "jeopardy" for radio and television broadcasters.

"It would be as unseemly for the broadcasters to take the money as it would for the distillers to give it. . . . Distillers and broadcasters had better 'stop, look, listen'," he warned. Bishop Hammaker supported Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Commerce Committee in his stand against liquor advertising.

LIQUOR & LAWS

Can't Stop Ads—Capehart

LIQUOR advertising frequently has exceeded the bounds of good judgment, but no legislation can be enacted to prohibit sale through radio or press as long as the product is legal and conforms to fair trade regulations, Sen. Homer E. Capehart (R-Ind.) has informed a segment of the "dry" forces.

The legislator's views were contained in a letter sent to the Grant County Woman's Christian Temperance Unit of Marion, Ind., and inserted in the *Congressional Record*. The county organization previously had filed a petition signed by 2,521 citizens remonstrating against advertising of alcoholic beverages by radio and transportation of all other liquor advertising within interstate commerce.

A member of the Senate Interstate & Foreign Commerce Committee which will hold hearings on the liquor question next January, Sen. Capehart pointed out in reply to the Grant County director, Anna Nancy Thomas, that a subcommittee of the 80th Congress last year conducted hearings, and that it was advised Congress had no constitutional power to deny advertisement of any legal product. Question of compliance with fair trade regulations also was studied, he noted, with no violations detected.

McFARLAND BILL

House Delay Indicated Due to Recess

FURTHER delay in consideration of the McFarland communications bill was indicated last week as the House voted to take continuance three-day recesses until Sept. 21.

Spokesmen for the House Interstate & Foreign Commerce Committee, to which the FCC reorganizational bill was referred, said that the FCC-FTC-SEC subcommittee, headed by Rep. George Sadowski (D-Mich.), may defer its proposed meeting to discuss the measure until Sept. 21, date the House reconvenes en masse. Congressman Sadowski originally had slated the measure, authored by Sen. Ernest W. McFarland (D-Ariz.), for consideration Sept. 7 or 8 [BROADCASTING, Aug. 22] Beginning this week most of the group's members probably will be absent, it was pointed out.

The House action came after the Senate had turned down its bid to adjourn wholly without "any strings attached" for that period. The lower chamber will convene twice daily—on Tuesday and Friday—but no business will be transacted. In the Senate, Sen. Homer Capehart (R-Ind.) urged adjournment of both House and Senate until Sept. 30, but his resolution was rejected.

Rep. Sadowski had noted that he set the initial meeting date after the Labor Day recess, originally scheduled to last 10 days. With re-convention set back another two weeks there appeared to be little hope his subcommittee would take action before Sept. 21.

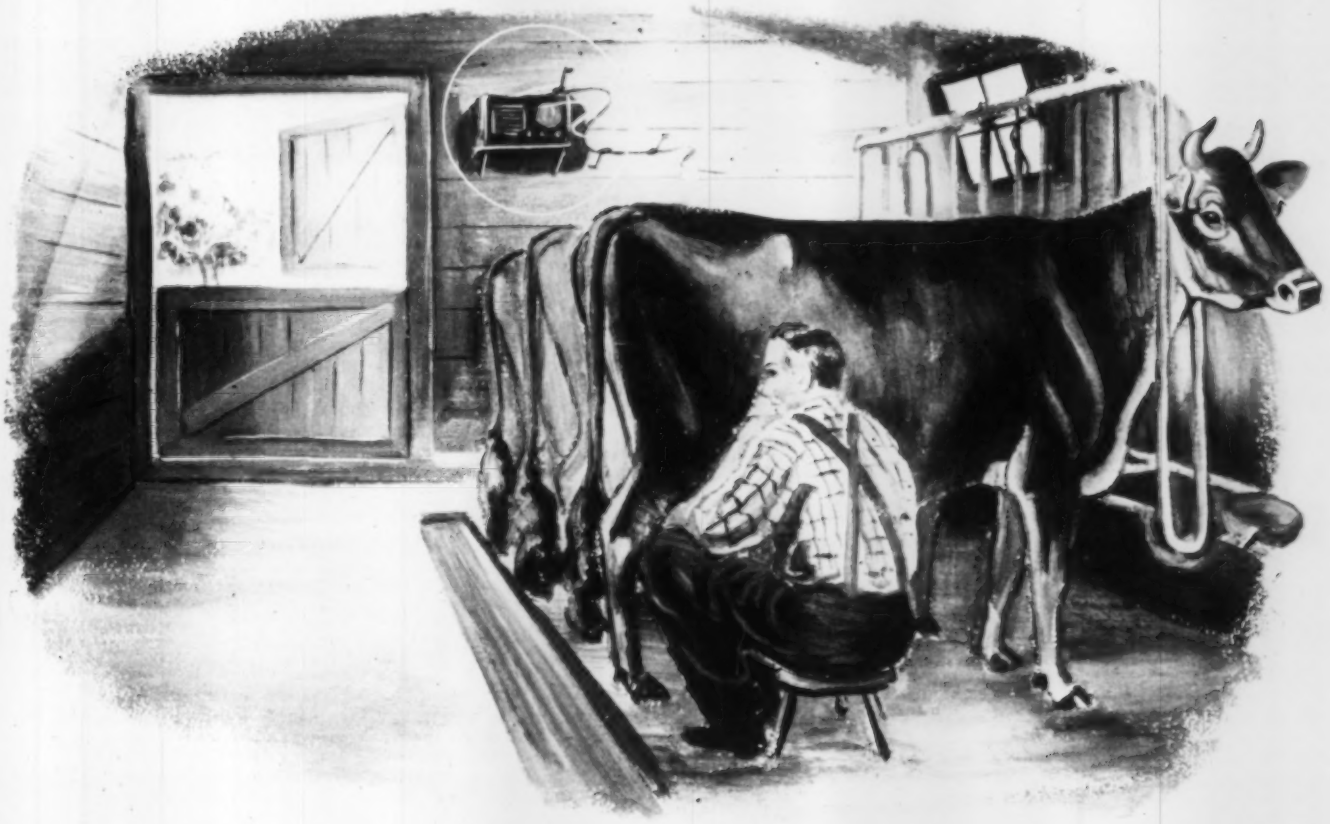
Meanwhile the House Commerce Committee has invited FCC to submit comments on the McFarland legislation preparatory to the subcommittee meeting. The Commission has discussed the measure in part particularly those provisions which it does not favor, it was learned [BROADCASTING, Aug. 22].

The request was contained in a "form" letter from the House Commerce group on Aug. 19.

XUM

IOWA "BARN RADIOS" HELP WITH MILKING!

(The New Iowa Radio Audience Survey Proves It!)



The Iowa Radio Audience Survey* is a complete *study* of radio listening habits in Iowa. The new 1949 Edition even tells how many Iowa barns are equipped with radio—how many Iowa men and women feel that radio helps with their milking—how many think that radio makes their cows produce more milk!

In addition to much *new* data, the Twelfth Edition gives up-to-date information on station and program preferences, time of most listening, amount of listening outside the home, multiple-set ownership, etc. The Survey gives the *complete* radio picture for Iowa *as a whole*, as well as for *each* of the State's 99 counties.

This important and authoritative Survey is now on the presses. *Write today to reserve your free copy!*

*The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

WDAK

Columbus, Georgia

NBC

September 1, 1949

WDAK

Allen M. Woodall, Gen. Mgr.

Columbus, Ga.

National Representatives

HEADLEY-REED COMPANY

Press Reaction

(Continued from page 21)

agency. The free system has worked pretty well with other American activities. It will probably work with the ether waves, too, in the long run."

"What will detract from the wide gratification which an end of the giveaway era might cause is the manner in which it is being attempted," writes the *New York Sun*, which carried a photo of a *Stop the Music* winner on the first page of the same edition.

"It is not the job of any Federal bureau to write law," the *Sun* contends, concluding, "But few will grieve if, after proper legal formalities, the giveaway madness is brought to an end."

The *Washington Star* (WMAL) joshes the giveaway trend, and then whimsically asks, "If that is to be stopped in America, whither, indeed, are we heading? What about our culture? What about our future? What about our social security? Where are our civil rights? Up and at 'em, radio industry! Let not dat ole debbil Communications take the bread right out of our mouths! Fight 'til the last ditch! Give us giveaways, or give us death!"

'Times' Views

The *New York Times* (WQXR) finds most thoughtful listeners would welcome "a respite" from giveaways, and says broadcasters "long ago should have halted the debasement of their facilities and recognized that a high Hooper rating is not a substitute for adult judgment in radio programming." Nevertheless, because only three commission members approved the ban, it continues, "broadcasters have a right to know where the full commission stands."

On the lighter side, the *Chicago Daily Tribune* (WGN) broke out with: "The radio hucksters found that the get rich quick appeal, even at one chance in a million, outweighed not only bum comedians but good ones too. Fred Allen and Mrs. Nussbaum found themselves sunk to 27th in the Hooperatings when someone moved in across the the street from them offering free washing machines, tonsillectomies and trips to Ruanda-Urandi. . . ."

The Chicago *Sun-Times* (WJJD) has this to say, "The FCC could have saved itself a lot of trouble by just standing aloof and letting the giveaway programs expire of their own inherent weaknesses . . . if the fickleness of the public taste doesn't sweep them into the ashcan before long, other things will . . . electric brains are being invented almost as fast as new radio schemes."

Holding that the FCC is doing what radio "should have done voluntarily," the *Catholic Review* said: "The NAB has issued a statement charging the FCC with overstepping its authority. Evidently the NAB forgot that less than two years ago its president, Justin Miller, called on radio to clean its own backyard or face stricter Government control. Well, here it is!" Radio, it went on, thinks "in terms of cash dividends rather than human equations. The industry wants freedom, but has done little to protect that freedom." A solution, suggested the *Review*, perhaps would be "a Legion of Decency for Radio" and until that is done "we can expect more and more Government control over what should be a free enterprise."

Embarrassed in "defending anything so obnoxious as the radio giveaway programs," the *Chicago Daily News* (part-owner WIND), comments: "As an occasional dial twister, we would applaud any constitutional device that would relegate 'People Are Stupid' to oblivion. . . . But we seriously doubt that any appointed commission of seven bureaucrats has authority to tell the radio audience and the radio industry that people can't be stupid if they enjoy it. We are reasonably certain that three members . . . haven't that power."

SCHOOL STATIONS

Tyler, Humphrey Hit Limits

FCC should abandon its present policy of limiting educational radio stations to daytime operation and provide unlimited time in the interest of state education, according to Tracy F. Tyler, president of the Minnesota Radio Council and associate professor of education at the U. of Minnesota.

Mr. Tyler's views were expressed in the September issue of the *Assn. for Education by Radio Journal* of which he is editor. The editorial was inserted in the *Congressional Record* Aug. 23 by Sen. Hubert H. Humphrey (D-Minn.).

Many state educational institutions which desire radio facilities have "generally been pushed aside in favor of others who use publicly owned radio frequencies for private profit," Mr. Tyler noted. WOI, Iowa State College, and KUOM, U. of Minnesota, are two stations which share clear channel assignments with commercial stations, and engineering studies show they do not interfere but yet are required to leave the air at sunset "when the largest potential audiences are available," he stated. Many states need AM coverage particularly, he added.

FCC, Mr. Tyler noted, went the old Federal Radio Commission one better when it allocated educational channels in the FM band, but there is danger now "that some FCC members . . . may reassign these frequencies to commercial uses merely because they think the states have been too slow in using them." He said that in time most states will be ready also to enter the TV field and asked if FCC would set aside UHF TV frequencies for education as advocated by Comr. Frieda B. Hennock. "So far the majority of the Commission does not agree with her," he said.

XUM

WJAC-TV

Johnstown, Pennsylvania

announces the appointment of

HEADLEY-REED COMPANY

as its

National Representative

effective immediately

WJAC-TV begins telecasting September 15 on Channel 13
affiliated with NBC, CBS, ABC and Dumont television networks.

HEADLEY-REED COMPANY

New York • Chicago • Detroit • Atlanta • San Francisco • Hollywood

(REPRESENTING RADIO AND TELEVISION STATIONS EXCLUSIVELY)

Three Men On A Hearse

THREE MEMBERS of the seven-man FCC have indulged in the biggest gamble in radio history by attempting to outlaw giveaway programs as lotteries.

They yielded to the touting of the FCC's lawyers. And thus, perhaps unbeknownst to themselves, they trifled with the Constitution, the courts, the Dept. of Justice, the Post Office Dept., and the will of the people. Two of the Commissioners—Sterling and Webster —are engineers. The third, Acting Chairman Walker, has a regulatory background in Oklahoma related almost exclusively to common carriers. This Threesome promulgated rules closer to "thought control" than anything that's ever emanated from a U. S. Government agency in peacetime.

The rules invoke program censorship. The rules say one thing; the accompanying majority opinion another. The tortured definition of "consideration," as a necessary ingredient in establishing lottery, is sufficiently broad to cover all giveaways. The majority says anything inducing listening is "consideration."

Editorial

We have opposed money and prize giveaways as parasitic. We shall continue to oppose them as undesirable programming which artificially stimulates listening and ratings. We have criticized them, moreover, because we believe that as long as advertisers can donate merchandise and get the air credits gratis, they won't buy radio time. We have urged broadcasters to discourage giveaways for their own economic well-being.

But no matter how abominable the programming, the predilections of three Commissioners, or all seven, would not be the answer.

What the Threesome has ordained extends even beyond program control. It proposes to usurp the functions of the courts and of the Dept. of Justice. It overrules the Post Office Dept., which has cleared as not in violation of the anti-lottery statutes some of the very programs that would be outlawed effective Oct. 1 (but won't be). It has flouted Congress, which in its original consideration of the anti-lottery provision of the Communications Act of 1934 provided merely for fine or imprisonment or both. The FCC (the rules say) will refuse to renew a station license or construction permit, or any authorization, if programs falling within the purview of its ludicrous definition of lotteries are broadcast. That's sudden death.

The FCC lawyers who wrote the majority opinion apparently became entangled in their own mischief-making. As to existing stations, the rules specify that a renewal "will not be granted" where the applicant proposes to follow or continues to follow a policy of carrying programs which the FCC has defined as lotteries or similar schemes. The FCC renews licenses on a staggered schedule. Thus an audio station which has just received a renewal presumably could go merrily along for three years with its giveaways, while its competitor with a license renewal upcoming would face immediate and automatic extinction.

It's hard to fathom why the Threesome permitted itself to be duped. Earlier in the same week the FCC had notified Chairman Johnson of the Senate Interstate & Foreign Commerce Committee that it could not ban hard liquor advertising on the air.

"The Commission has no authority to censor any program or programs, including advertising copy," Chairman Johnson was advised. The FCC members present were unanimous.

Could this be the same FCC? Or did different lawyers serve up the recommendations?

Four of the FCC's seven members participated in the lottery decision. It is significant that Comr. Frieda B. Hennock, who had been actively engaged in private law practice in New York prior to assuming office 13 months ago, was the lone dissenter. She held the FCC lacked authority to interpret the criminal statutes. She proposed the matter be referred to Congress and the Dept. of Justice.

And, we wonder, why all the rush? The lottery question had languished for more than a year from the date the proposed rules were released. Only three members of the FCC were in Washington the week of Aug. 15.

Acting Chairman Walker insisted upon action that week. This despite the fact that Chairman Coy was en route from Europe, where he had headed U. S. delegations to two international conferences, and was to land the following day. Comr. Hyde, a former general counsel, who had tackled many a giveaway and lottery problem in his score of years with the FCC and its predecessor, FRC, was in Idaho because of illness in his family.

Calls went out for Comr. Sterling, vacationing in Maine, and Comr. Jones, on leave in Ohio. A quorum of four was essential. The meeting scheduled for Thursday, Aug. 18, was held up several hours because Comr. Sterling's plane was unable to land. Comr. Jones was confined to his home by illness.

How would the FCC have voted if all seven members had been present? Comr. Jones had prepared a strong dissent. That would have made the vote 3-2. How Chairman Coy and Comr. Hyde would have voted we don't profess to know.

Simple mathematics, however, show that the decision *could* have gone 4-3 against that which has been perpetrated.

Certainly public and broadcaster alike are entitled to a clear-cut determination by an *actual* voting majority of the entire Commission. This is particularly so since the FCC, which also is under mandate to serve "in the public interest," hasn't been besieged with complaints from listeners over giveaways. The only griping has emanated from within professional radio and advertising ranks. It's a family fight, in the interest of good radio and good business. No one has called a cop.

Programming provides the editorial content of radio. It is forbidden territory. To trespass is to censor. That is in contravention of the First Amendment.

If there are lotteries on the air, let the Dept. of Justice move. The courts will decide and the FCC can have its lust appeased IF there are convictions and IF the courts concur.

We have no doubt that a federal circuit court upon appropriate petition from network, station or program producer, will grant injunctive relief and restrain the FCC from invoking its vicious rules. Even the Threesome must have sensed that, because the language of the opinion finally ladled out by the bright young legal lights falls just short of being an invitation to test the FCC's authority.

ABC, within hours of the FCC's pronunciamento, served notice that it will fight to the finish. It promptly won other networks over, because it is clear the issue extends beyond giveaways and goes to program control. Beyond that lies oblivion for a free radio.

But before court action becomes necessary it behooves the full FCC, in the interests of fairness and equity, to set aside the action of the Threesome, vacate the rules and set down the proceeding for reargument.

Our Respects To—

WILLIAM HAROLD ESSEX

RAPID RISE for Harold Essex as a top radio executive has only served to whet his appetite for what is new in the industry. Proof of the pudding will be the celebration next month of his 10th anniversary with Piedmont Publishing Co. in Winston-Salem, N. C.

Vice president in charge of radio for Piedmont, which operates WSJS and WSJS-FM Winston-Salem, Mr. Essex will turn into his second decade with the company ready for the arrival and development of TV in his home city.

It is widely held that a successful man must win his spurs at the bottom of the ladder. This radio executive can look back at 24 years of high pressure work and promotional vigor.

William Harold Essex was born Sept. 26, 1904, in Stokes County, N. C. He lived there only a short time, moving with his family when he was about four years old to Madison, N. C., where his father operated a jewelry store. When Young Harold was 11 years old, his father made another move which this time took the family to Hickory, N. C., where he finished high school.

In 1924-25 he attended the U. of North Carolina, taking a course aimed at electrical engineering. Another member of this same class who also was later to receive recognition in radio was Bandleader Kay Kyser.

Returning to Hickory, Mr. Essex became the entire news department of a local semi-weekly newspaper. After a six-month indoctrination in printers ink, he joined the new staff of the *Hickory Daily Record* and a year later traveled about the country promoting circulation for a number of newspapers.

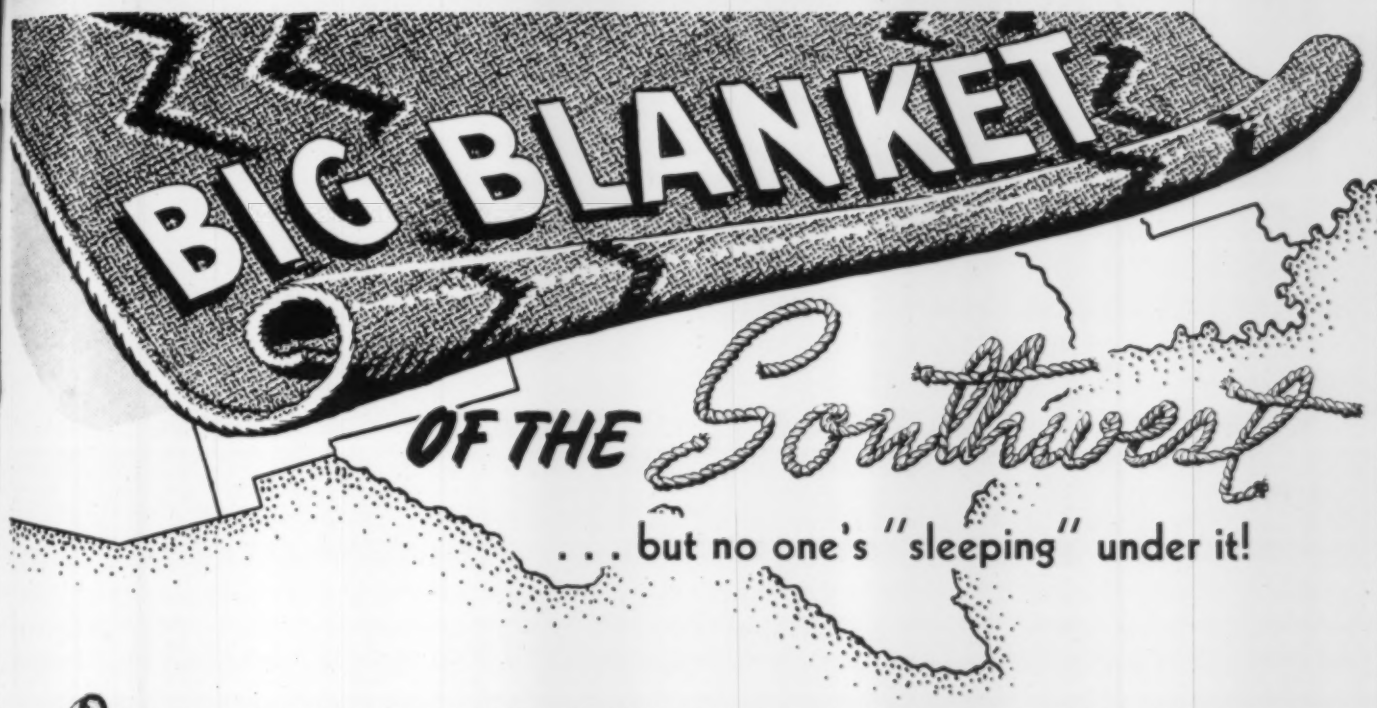
Editorial work beckoned him to Greensboro, N. C., where he worked as telegraph editor of the *Record*, his performance winning him the position of managing editor.

Greensboro can be considered the marker in Mr. Essex's career. In that metropolis he first became acquainted with radio. Greensboro also is important in Mr. Essex's personal life for it was there that he married Margaret Teague of Lenoir, N. C., on Oct. 18, 1927.

The jump into radio came about when Wayne Nelson started WNRC (now WBIG Greensboro) and it was Mr. Essex who pioneered with presenting news via the air waves. In 1927 radio had growing pains and this capable newsman decided to nurse them along.

His first chance to meet the mike and an audience, too, occurred when he stood by a chattering teletype in the *Record* newsroom

(Continued on page 30)



Alertly, day and night, programs of 50,000-watt WOAI cascade through the great Southwest! Music, news, drama, quiz, market reports, public interest features . . . all and more provide entertainment, information and relaxation to western millions!

Blanketing 67 primary counties in South Texas alone while the sun is shining . . . the dominant appeal of "The Famous Brand Station" grows even more intense when the moon rises . . . showering service into 142 primary counties in 6 states --- Arizona, Colorado, Louisiana, Oklahoma, New Mexico and Texas! (Based on BMB Study No. 1)

Sales Management has compiled late facts on the people who make up this vast WOAI market . . . how many there are, what they earn, what they do with their $$$. Boiled down from 33 full-sized ledger pages, the total figures tell this astounding story:

*DAY

	PRIMARY	SECONDARY	TERTIARY	TOTALS
POPULATION	1,377,700	783,200	3,687,600	5,848,500
Texas Only	1,377,700	737,500	1,559,800	3,675,000
TOTAL FAMILIES	381,500	220,600	1,002 400	1,604 500
Texas Only	381,500	207,500	433,600	1 022,600
RADIO FAMILIES	331,310	161,100	794 448	955,548
Texas Only	331,310	152,130	364,630	516,760
BMB Estimate 1948				
RETAIL SALES	$1,064,072,000	$562,306,000	$2,297,944 000	$3,924,322,000
Texas Only	1,064,072,000	520,716,000	1,114 582,000	2,699,370,000
FOOD SALES	240,168,000	127,735,000	509,863,000	877,766,000
Texas Only	240,168,000	119,206,000	265,227,000	624,601,000
GEN. MDSE SALES	111,292,000	49,174,000	257,866,000	418,332,000
Texas Only	111,292,000	46,190,000	126,073 000	283,555,000
DRUG SALES	33,462,000	19,457,000	81,423,000	134,342,000
Texas Only	33,462,000	18,278,000	43,872,000	95,612,000
H-HOLD-FURN-RADIO	37,177,000	23,456,000	85,708,000	146,341,000
Texas Only	37,177,000	22,298,000	43,817,000	103,292,000
NET E. B. I.	1,519,788,000	747,455,000	3,037,609,000	5,304,852,000
Texas Only	1,519,788,000	704,246,000	1,493,320,000	3,717,354 000
NET AVG. INCOME	3,374	3,110	3,173	3,219
PER FAMILY	3,374	3,223	3,318	3,305
Texas Only				

*NIGHT

	PRIMARY	SECONDARY	TERTIARY	TOTALS
POPULATION	2,386,200	2,344,500	6,086,400	10,817,000
Texas Only	1,960,800	988,900	1,454,900	4,404,600
TOTAL FAMILIES	660,200	626,700	1,664,900	2,951,800
Texas Only	546,900	269,700	409,600	1,226,200
RADIO FAMILIES	536,440	513,760	1,367,350	2,417,550
Texas Only	436,530	221,420	334,600	1,012,550
BMB Estimate 1948				
RETAIL SALES	$1 888,087,000	$1 454,287,000	$4,048,304,000	$7,390,678,000
Texas Only	1,577,671,000	637,429,000	1,063,820,000	3,278,920,000
FOOD SALES	411,514,000	322,945,000	902,397,000	1,636,856,000
Texas Only	351,959,000	153,907,000	244,244,000	750,110,000
GEN. MDSE. SALES	193,548,000	150 708,000	430,865,000	755,121 000
Texas Only	165,299,000	56,241,000	137,532,000	359,072,000
DRUG SALES	63,848,000	45,919,000	128 005,000	237,772,000
Texas Only	55,079,000	22,118,000	39,510,000	116,707,000
H-HOLD-FURN-RADIO	64,119,000	57,037,000	185,841,000	307,017,000
Texas Only	56,774,000	28,813,000	55,878,000	141,465,000
NET E. B. I.	2,503,198,000	1,965,819,000	5,352,612,000	9,821,629,000
Texas Only	2,133,602,000	876,768,000	1,500 073,000	4,510,443,000
NET AVG. INCOME	3,231	3,238	3,185	3,218
PER FAMILY	3,461	3,185	3,198	3,281
Texas Only				

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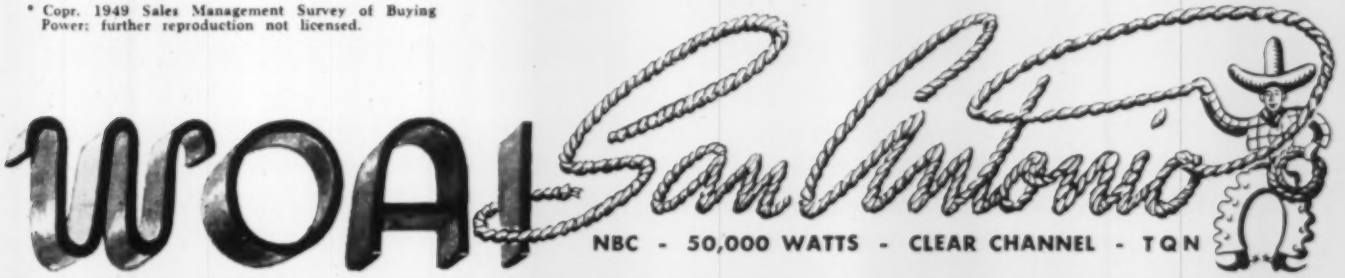


Represented by EDWARD PETRY & CO., INC. - New York, Chicago, Los Angeles, Detroit, St. Louis, Dallas San Francisco, Atlanta, Boston

Management

J. T. SNOWDEN Jr., program director of WEED-AM-FM Rocky Mount, N. C., has been named general manager of Costal Plains Broadcasting Co., operator of WCPS Tarboro, N. C. He has been with WEED for past 10 years. At WCPS he succeeds **JACK HANNER**, resigned.

WALTER T. BRUZEK, formerly sales and promotion manager of KROC Rochester, Minn., has been appointed general manager of KLER Rochester. He was with KROC for 10 years, first in Owatonna studios, and moving to Rochester in 1946.

Mr. Bruzek

LIONEL F. OUELLETTE, with WHEB Portsmouth, N. H., since 1946 as director of news, public relations and sales promotion, has been appointed assistant to manager.

DAVID DAVIES, program manager for WMGW WMGW-FM Meadville, Pa., has been appointed manager of stations. Mr. Davies has been with station since beginning of year when he resigned from WAZL Hazleton, Pa.

M. M. (Don) SEYMOUR has been named general manager of KSPA Santa Paula, Calif., by its new ownership, headed by **NEAL VAN SOOY**, president and publisher of *Santa Paula Chronicle*.

HARRY E. SNOOK, program director and assistant manager of WIRC Hickory, N. C., has resigned to enter law school at U. of North Carolina. He formerly was with WBT Charlotte, N. C.

GUY RUNNION, major stockholder, president and manager of KXLW Clayton, Mo., has resigned following sale of his controlling interest in station which he founded in 1946. He has not formulated future plans as yet but will probably continue his study of television after extended vacation.

NAB DIST. 16

Meets in Phoenix Nov. 28-29

ANNUAL district meeting of Southern California-Arizona stations of NAB (District 16) will be held Nov. 28-29 at Paradise Inn, Phoenix. Scheduled to speak at the two day sessions are NAB executives including President Justin Miller; C. E. Arney Jr., secretary-treasurer; Richard P. Dougherty, labor relations director; Don Petty, general counsel, and Maurice B. Mitchell, Broadcast Advertising Bureau director.

Calvin Smith, manager, KFAC Hollywood, and NAB district chairman, is heading up plans for the meeting. Sessions will be open to both members and non-members of NAB.

Respects

(Continued from page 28)

and broadcast a play-by-play of the World Series to a crowd outside of the building as well as to his radio audience.

But the pendulum of circumstance whisked Mr. Essex out of North Carolina in 1930 and into Chicago where he helped to sell the *Chicago Times*, newly established by the Greensboro News Co., which also had owned the *Record*.

Presented with the task of circulation, editorial and advertising promotion, the young North Carolinian was out to sell the *Times* to the public. As he puts it, "we contested that town to death."

In the Windy City, Mr. Essex was more formally introduced to radio when the *Times* secured an affiliation with WBBM Chicago to promote its interests and to serve the public with news programs. The venture turned into a mammoth promotion job. There were spelling bees, shows for the kiddies and a program called *Hell-Box*, a "March of Time" type of show giving the news of the day in capsule form.

Spearheads Shows

Spearheading these shows was Harold Essex whose voice became so well-known that a fan wrote in his favorite newscasters as Mr. Essex and Lowell Thomas. Mr. Essex always signed his newscasts "thirty," the familiar news symbol. The practice stirred a deluge of letters asking what it meant. Mr. Essex, recognizing the power of the man with the mike made up a leaflet giving eight accepted versions of the "thirty" symbol and mailed it to thousands of interested listeners. Result of his enterprise was prominent notice in the Chicago newspapers.

In the summer of 1939 the Tar Heel state called its wandering son home. W. K. Hoyt, general manager of the Piedmont Publishing Co., whom Mr. Essex met while in Greensboro, asked him to join the company as sales manager of WSJS.

This was the start of a climb to the top. On April 16, 1942, Harold Essex was named manager of WSJS. When WSJS-FM came into being in 1947, he supervised its development and inauguration. He had already gained valuable finger-tip knowledge of frequency-modulation through his work with WMIT (FM) Winston-Salem, a pioneer FM station. He was appointed manager of WMIT, owned by Secretary of the Army Gordon Gray, who also is president and publisher of Piedmont Publishing Co., in 1942, a position he still holds.

In January 1946, Mr. Essex was promoted to vice president in charge of radio and last October was elected to the board of directors of the company.

The word now is "We're eagerly looking forward to serving our public with television." He recently supervised the filing of an application for TV by Piedmont.

A home-towner by instinct and interest, Mr. Essex is a community supporter. He is first vice president of the Lions Club; president of the Ardmore Community Club, and a member of the board of directors of the Chamber of Commerce for his third year. He also is a member of both the Forsyth Country Club and the Twin City Club.

As a radio executive, his affiliations score this way: Serving his second consecutive term as president of the North Carolina Assn. of Broadcasters, member of the Employer-Employe Relations Executive Committee of the NAB, and secretary of the Stations' Planning and Advisory Committee of NBC. WSJS is an NBC affiliate.

Among his favorite leisure-time activities is golf. Mr. and Mrs. Essex have no children. They make their home on Fairway Drive in Winston-Salem.

LEBHAR NAMED

Appointed WMGM Director

BERTRAM LEBHAR Jr., director of sales for the past 10 years at WMGM New York (formerly WHN), has been appointed director of the station.

Announcement came last Thursday from Nicholas M. Schenck, president of Loew's Inc., parent company of the station. Mr. Lehbar, who will remain director of sales and whose contract has been extended for a five year term effective Sept. 1, succeeds Herbert L. Pettey.

Mr. Pettey's resignation as director after 13 years in the post was announced a fortnight ago [BROADCASTING, Aug. 22].

Mr. Lebhar, known as sportscaster Bert Lee on the air, attended Cornell U. and New York Law School. He trained in radio sales at CBS, joined WOR New York for four years and later served as vice president of WMCA New York for four years.

CLEVELAND POLL

Lists WGAR at Top

TOP honors held by the Cleveland *Press* of local shows and talent, went to WGAR Cleveland (CBS) for the third year in a row, according to results announced Aug. 18.

WGAR compiled 117 points with the runnerup, WSRS Cleveland, an independent, totalling 46. The other Cleveland outlets scores were: WTAM (NBC) 40; WHK (Mutual) 27½; WJW (ABC) 25½ and WJMO (independent) 8. WGAR placed in every category and WSRS placed in all but four. WJW took first place in 1946.

The newspaper said next year your television will not be separated from radio in the poll thus allowing "video to fight it out with radio."

Among television programs, the Cleveland Indians telecasts of WEWS (TV) was selected first.

Commercial

MERRIL C. (Ban) JOHNSON, formerly general advertising representative of *News-Sentinel*, Fort Wayne, Ind., has been appointed commercial manager of *News-Sentinel* station WGI there.

CHARLES RAMSEY, formerly continuity director for WMGW WMGW-FM Meadville, Pa., has been appointed commercial manager for station. **BARNEY F. RICK** and **BOB TRACE**, respectively disc jockey and sportscaster for WMGW WMGW-FM, have joined sales staff of station.

SHERRILL E. EDWARDS has been appointed commercial manager of KBTV (TV) Dallas, due to start operations Sept. 17. He formerly was with NBC in Chicago and also with Howard H. Wilson Inc., Chicago. More recently he was regional sales manager in Dallas for KWFT Wichita Falls and KEPO El Paso.

ROBERT S. KELLER Inc., New York, has been appointed to handle sales and promotion for KRIO McAllen, Tex. Station is represented nationally by **Weed & Co.**, New York.

WILLIAM McCLUSKEY, former manager of WLW Cincinnati Promotions Inc. and salesman for WLWT (TV) Cincinnati, has been appointed sales manager for WLWT (TV). Prior to joining WLW, he was m.c. and vocalist for WLS Chicago.

Mr. McCluskey

ROBERT T. STONER has been appointed local sales manager for KNEM Nevada, Mo. He was formerly with KGLC Miami, Okla.

RANKLYN J. (Rudy) RUDOLPH, formerly sales manager of C. P. MacGregor Co., Hollywood transcription firm, has joined KECA-TV that city as account executive.

BENNET KORN, former senior account executive at WQXR New York, has joined sales department of WNEW New York as an account executive.

E. W. (Bill) MALONE, former manager of KTYL Mesa, Ariz., has joined sales staff of KWBR Oakland.

WTAL Tallahassee, Fla., has appointed John Blair & Co., Chicago, as national representative.

DON L. KEARNEY, television sales executive of Katz Agency, New York, is the father of a boy, James Edward, born Aug. 20 in New York.

WHLF To ABC

WHLF South Boston, Va., has signed an affiliation contract with ABC, effective Sept. 1. The station, operating full time with 250 w on 1400 kc, is owned by the Halifax Broadcasting Co. John L. Cole Jr. is WHLF manager.

Upcoming

NAB DISTRICT MEETINGS

Sept. 8-9: Dist. 7, Terrace Plaza, Cincinnati.
Sept. 15-16: Dist. 9, The Northernaire, Three Lakes, Wis.
Sept. 19-20: Dist. 11, Raddison, Minneapolis.
Sept. 26-27: Dist. 10, Savery, Des Moines.
Sept. 29-30: Dist. 12, Allis, Wichita, Kan.
Oct. 3-4: Dist. 13, Adolphus, Dallas.
Oct. 6-7: Dist. 6, Peabody, Memphis.
Oct. 13-14: Dist. 5, Roosevelt, Jacksonville, Fla.
Oct. 17-18: Dist. 4, Carolina Inn, Pinehurst, N. C.
Oct. 25-26: Dist. 3, Skytop Lodge, Skytop, Pa.
Oct. 27-28: Dist. 2, Berkeley-Cartret, Asbury Park, N. J.
Oct. 31-Nov. 1: Dist. 1, Somerset, Boston.
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15: Dist. 17, Benson, Portland, Ore.

Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.
Sept. 2: Clinic for teachers of radio journalism, U. of Minnesota, Minneapolis.
Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.
Sept. 15-16: Joint board meeting of U.S. Radio Mfrs. Assn. and Canadian Radio Mfrs. Assn., Hotel Greenbrier, White Sulphur Springs, W. Va.
Sept. 18-20: Advertising Federation of America's Southwest District meeting, Biltmore Hotel, Oklahoma City.
Sept. 26: FCC TV UHF-VHF Allocations Hearing, FCC Hdqrs., Washington.
Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.
Oct. 10-12: Assn. of National Advertisers convention, Waldorf-Astoria Hotel, New York.
Oct. 16-19: Radio-TV-Motion Picture Clinic, American Chamber of Commerce Executives national convention, Seattle.
Oct. 16-19: Pacific Coast Council of Southern California AAAA chapter convention, Arrowhead Springs Hotel, Arrowhead Springs, Calif.
Oct. 27-29: Audio Engineering Society "Audio Fair," Hotel New Yorker, New York.
Oct. 28-29: Kansas City Section of Institute of Radio Engineers, President Hotel, Kansas City, Mo.
Oct. 31-Nov. 2: IRE-RMA Engineering Dept. meeting, Hotel Syracuse, Syracuse, N. Y.
Nov. 11-13: NARND Convention, New York.
Nov. 19-20: AWB District 13, convention, Radio House, U. of Texas, Austin, Tex.

FM PREFERRED

WHA Surveys Set Owners

OWNERS of FM receivers in Madison, Wis., have "a definite preference for this new system of broadcasting and four out of five who do not now own FM receivers say that they will insist on FM when they buy new sets," according to a study just completed in the area by WHA Madison.

Supervised by Assistant Station Director H. A. Engel, the survey was made in late July and early August on basis of 1,000 completed telephone interviews. Of the thousand, 991, or 99%, had radio receivers of one kind or another. Nearly one in five homes (18.4%) reported owning FM sets.

Ad Council

(Continued from page 17)

direct support only in radio, which industry contributed 808,650,000 listener impressions during the month of October, and, in addition to network shows, local stations cooperated from coast to coast.

The U. S. Forest Service and other conservation groups cooperated in the campaign for forest fire prevention, which drew 537,605,000 listener impressions. In addition, 1,200 radio transcriptions were supplied to independent stations.

More than 1,350,940,000 listener impressions were secured by the council's radio allocations plan for the American Red Cross campaign.

The third annual Stop Accidents campaign, conducted in cooperation with the National Safety Council, reaped a total of 1,550,000,000 listener impressions.

A total of 916,415,000 listener impressions were obtained for the 1948 Student Nurse Recruitment campaign, conducted in cooperation with the American Hospital Assn.

The Council's radio allocations plan resulted in more than 942,650,000 listener impressions for the United America Campaign, conducted to combat group prejudice. Many national and local groups cooperated in this drive.

The U. S. Savings Bond drive, estimated by the Treasury Dept. to represent a donation of $45 million, was the biggest advertising program of all time, according to the Ad Council report, and resulted in 1,436,000,000 listener impressions.

The report mentioned that television started experimenting with Ad Council material during the year, but video's contributions to the campaigns were not reported.

DECCA

Plans 33 1/3 r.p.m. Albums

DECCA Records Inc., one of the four largest recording firms, announced last week that it will produce record albums at 33⅓ r.p.m. The first such recording is due to appear Sept. 5.

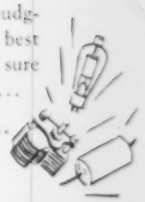
Decca's action completed the lineup of the record-speed battle of the leading manufacturers. Columbia introduced the 33⅓ speed records in June 1948 and the 45 r.p.m. was released by RCA-Victor last April. Capitol Records previously has offered the 45 r.p.m. and then added 33⅓ for its classical recordings.

Milton Rackmil, Decca president, stated Decca albums would be produced on both 78 and 33⅓ r.p.m. and that shorter records will be 78 r.p.m. only. It was further declared by Decca that the current decision does not rule out the possibility of that company producing 45 r.p.m. recordings.

All of the big four companies have continued to produce standard discs at 78 r.p.m. along with the other speeds.

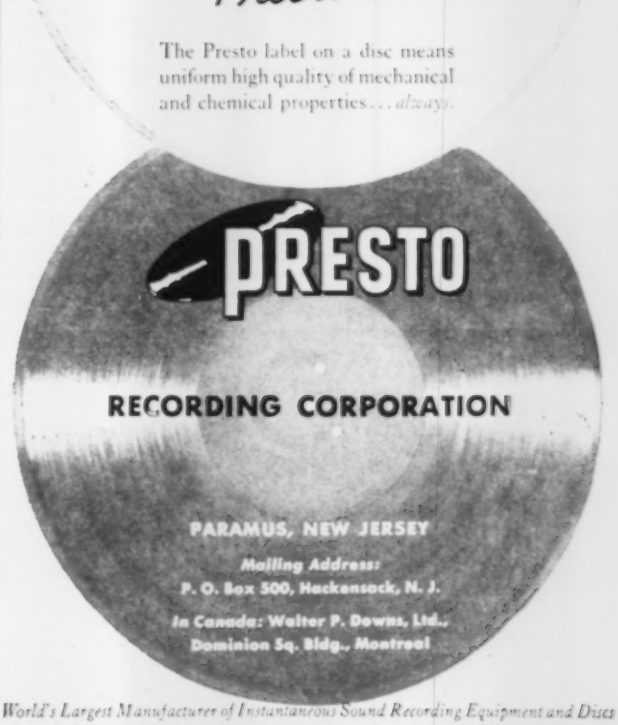
When you've stretched your budget to the limit to buy the best equipment and still can't be sure of uniformly good recordings...

DON'T TAKE YOUR EQUIPMENT APART...



Switch to Presto Discs

The Presto label on a disc means uniform high quality of mechanical and chemical properties... *always.*



World's Largest Manufacturer of Instantaneous Sound Recording Equipment and Discs

Two Decades

(Continued from page 20)

the station's application for renewal of license being set for hearing.

* * *

1932 Renewed Congressional effort to provide a specific statute forbidding lottery programs. The Dill-Davis bill of 1932, like the Dill-White bill of 1931, sought to amend the 1927 Act in a number of ways. It was not enacted.

* * *

1934 With approval of the Communications Act of 1934 on June 19, establishing the present FCC the law was made explicit on lottery programs. Sec. 316 of the Act stated in substance that:

No person shall broadcast by means of any radio station for which a license is required . . . any advertisement of or information concerning any lottery, gift enterprise, or scheme, offering prizes dependent in whole or in part upon lot or chance. . . . Any person violating any provision of this section shall, upon conviction thereof be fined not more than $1,000 or imprisoned not more than one year, or both for each and every day during which such offense occurs."

No rules or regulations interpreting this provision of the law were promulgated at the time.

* * *

1936 First interpretation of Sec. 316 of the Communications Act of 1934 by FCC came June 12, 1936, when the Commission granted license renewal to WRBL Columbus, Ga., after finding that certain programs had violated the lottery statute of the Act. The renewal was granted on the finding that despite the violations the station's programs in general were "meritorious" and that reorganization of the WRBL management had been effected.

FCC's decision pointed out that heretofore neither the Commission nor the courts had rendered any opinion construing Sec. 316. The ruling found that the essential elements of a lottery are chance, prize and consideration, and that consideration exists when a chance on a prize drawing is given with the purchase of legitimate goods even though the goods are in fact priced no higher because of the issuance of the prize chance.

IT'S a birthday party for Peter Paul (candy bars), marking the 11th year of the *Peter Paul News* on CBS West Coast network. Celebrating the event are (l to r) Emil Brisacher, president of Brisacher, Wheeler & Staff; Clarence H. Flint, national sales manager for Peter Paul; George Shamlian, president of Peter Paul, and Bob Garred, CBS news reporter who presented the birthday cake on behalf of the network.

The programs cited as involving lottery included advertisement of a used car deal in which the purchasers of used cars from a certain dealer would receive chances on a drawing. The winner was to be fully reimbursed for his purchase. Another involved airing of a promotion in which a firm awarded chances, one for each dollar purchase, on a miniature racer drawing. A third involved airing of information about a local better housing exposition at which admission ticket stubs were drawn for grocery basket awards.

* * *

1937 Renewal of license also was granted by FCC to KXL Portland, Ore., along with transfer of control, on May 11, 1937, after finding that advertisements about "Prosperity Clubs" similar to the recent wave of Pyramid Clubs had been carried for only a few days. These were held to violate Sec. 316 of the Act. The decision indicated the station had cancelled the announcements upon learning the questionable nature of the so-called "Prosperity Clubs."

* * *

1938 Metropolitan Broadcasting Corp., licensee of WMBQ Brooklyn, then a parttime outlet on 1500 kc, was denied license renewal by the Commission on a number of grounds including violation of Sec. 316. FCC found that a local merchants' association had been giving tickets with purchases and that the winners and winning numbers of the drawings were aired by WMBQ.

On June 22 of the same year, WMBC Detroit (now WJLB) was set for renewal hearing by the Commission on issues relating to whether a prize contest program it had been airing was a violation of Sec. 316. The station challenged the Commission's jurisdiction in its petition to grant the renewal without hearing and pointed out that the show had been dropped. Subsequently in early 1939 the hearing was cancelled and the renewal granted.

* * *

1939 Decree Nov. 22, in a test case in Illinois which was felt to give a green light to prize contest programs. The Post Office Dept. advised the postmaster in St. Louis that newspapers and mail bearing information and advertising about the *Pot O' Gold* program, sponsored on NBC's Red Network by Lewis Howe Co. for Tums, would be acceptable since no violation of lottery statutes was evidenced.

The court decree was that of Federal Judge Joseph E. Daily of Peoria, Ill. It instructed WMBD Peoria to continue carrying a program titled *Mu$ico*, in accord with the terms of its contract with the Kroger Grocery and Baking Co. Show also was sponsored on WGN Chicago by National Tea Co. WMBD had declined to continue the program, which involved song identification with listeners scoring themselves on Bingo-like cards specially provided, on ground it violated Sec. 316 of the Communications Act.

The suit was brought against WMBD by Clef Inc., owner of the show, to test legality of the program. The court ruled that *Mu$ico* did not involve consideration, directly or indirectly, and was a game of skill and not chance.

* * *

1940 Reportedly moved by complaints from Congress, theatre owners and others over the growth of radio prize contest programs, FCC on Feb. 8, transmitted to the Dept. of Justice for possible action detained information on the NBC *Pot O' Gold* program and several other similar shows. Justice Dept. later refused to bring suit in any of the cases on the ground that they were borderline cases and therefore unprosecutable. The *Pot O' Gold* show featured a spinning wheel which gave numbers for the selection of a city, phone book page and phone subscriber who was called for cash prize award. Show was dropped in 1941.

The extent of FCC's concern with the lottery situation was evidenced in reports that the majority of the Commission had favored the immediate setting for renewal hearing all stations involved. The reference of the cases to the Dept. of Justice was said to be a compromise. The action was seen as the beginning of a new "crackdown" era on programming at the Commission, under the chairmanship of James Lawrence Fly.

* * *

1946 The lottery question came to the fore in the complex Washington, D. C., FM proceeding. FCC at first proposed to deny one of the nine available FM channels to WWDC Washington because the station planned to duplicate its AM programs which included a show called *Tello-Test*. On Aug. 9, 1946, in issuing its final decision, the Commission ruled to give WWDC the facility since the station had promised to drop the program should the courts or FCC find it to violate Sec. 316.

FCC also indicated the WWDC grant should not be withheld because of *Tello-Test* since "this is a problem generally applicable to a number of stations which are carrying the same program as WWDC . . ." The Commission said it was "engaged in a study to determine the legality of programs of this type." This was said to have come about because of the mounting number of such postwar shows.

The announcement was interpreted that FCC proposed handling the problem on a general rather than individual case basis and therefore would also decline to give advisory opinion on the *Pot o' Gold* program to be resumed in the fall on ABC for Tums. The show was resumed but withdrawn again in early 1947.

* * *

1947-48 In the first action of its kind, FCC on Oct. 17, 1947, ordered WARL Ar-

IF YOU HAVE A SPOT RADIO PROBLEM

CONTACT OUR NEAREST OFFICE

Joseph Hershey McGillvra, Inc.

RADIO AM-FM-TV REPRESENTATIVES

Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8755

NEW YORK • CHICAGO • LOS ANGELES

SAN FRANCISCO • ATLANTA

lington, Va., suburban Washington daytimer partly owned by radio attorney Frank U. Fletcher, to show cause why its radio quiz program did not violate Sec. 316. The program, heard repeatedly during the day and sponsored by Washington's Zlotnick the Furrier, was titled *Dollars for Answers*. It featured giving of information on varied subjects with listeners telephoned for answers. Prizes built up when contestants failed.

Following a brief hearing, a hearing examiner's report was issued as a proposed decision by the Commission on Aug. 5, 1948, declaring the program to be in violation of Sec. 316 of the Act. No final decision has yet been issued. At the same time the Commission also announced its proposed rules interpreting Sec. 316 and which would ban virtually all giveaway and prize contest programs on stations and networks alike [BROADCASTING, Aug. 9, 1948]. The proposed rules were issued when the network giveaway programs were reported to have reached their height.

Legality Protested

However, within a fortnight of the issuance of the proposed rules, their legality was forcefully protested. It was discovered that Congress had removed Sec. 316 from the Communications Act and rewritten it in the Criminal Code as Sec. 1304 in a new law passed prior to the FCC's issuance of its proposed rules [BROADCASTING, Aug. 23, 1948]. The Commission promptly responded by indicating it still had jurisdicition in spite of the transfer of the law to the Criminal Code [BROADCASTING, Aug. 30, 1948] and thereafter continued with the formalities of the proceeding involving the proposed rules.

* * *

1949 FCC adopted its rules as final on Aug. 19, following in substance its earlier proposals and banning virtually all giveaway programs effective Oct. 1 [BROADCASTING, Aug. 22]. For current developments, see stories on pages 15 and 21.

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities
DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE
WQUA FULL-TIME MUTUAL
RADIO CENTER MOLINE, ILL

RELIGIOUS RADIO

U. of Chicago Cites Networks, Stations

EXCELLENCE of religious broadcasts last week earned merit citations for NBC, ABC and CBS and 21 individual stations from the U. of Chicago's fourth annual workshop in religious radio.

Networks were commended for the following: NBC, *Living 1949* series, "which presented the importance of religion in the life of the nation"; CBS, *Lamp Unto My Feet* on TV, "originality in making a religious program entertaining and educational"; ABC, for cooperation with religious groups in special events coverage.

First prize in the news division went to WTRY Troy, N. Y., for the second time in the workshop's three-years of operation. It aired *Religion Views the News*, produced by the Albany (N.Y.) Federation of Churches and Troy and Schenectady Council of Churches. Second and third places went to *Religion at the News Desk* on WELI New Haven, produced by the New Haven Council of Churches, and to *Religious News* on WJOY Butlington, Vt., Vermont Council of Churches.

In the sermon class, Easter and Christmas mesasges on WFBL Syracuse, N. Y., took first for the Protestant Episcopal Diocese of Central New York; *Affirmative Living* on WBAA West Lafayette, Ind., second for University Church, and *Church Hour* on WELI New Haven, third for the New Haven Council.

For religious music, WKJG Fort Wayne, Ind., was first with *Organ Reveries*, sponsored by Associated Churches of Fort Wayne; WAVZ New Haven, second, *Music of Faith and Power*, New Haven Council; WBMS Boston, third, *Music of Faith*, Massachusetts Council of Churches.

WJAR Providence, R. I., won the only citation among young people's programs for *Bible Baseball*, sponsored by Rhode Island Council of Churches. First award in the Christian family category went to KGFW Kearney, Neb., which aired *Lexington Family Vesper* for the Lexington (Neb.) First Presbyterian Church. Second choice was WPAM-FM St. Clair, Pa., for *Life Can Be Beautiful*, produced by the First Methodist Church. Same station earned the only biography citation for *The Thief Was There*, also sponsored by the First Methodist Church. Single agency cited for special events was the Protestant Episcopal Diocese of Central New York, which produced on WSYR Syracuse, N. Y. a bishop's consecration.

Three mentions in the church-in-action class were: WNHC New Haven, *Gra-Y Documentary*, Yale Divinity School; WICD Miami, *Pastor's Study*, Greater Miami Council of Churches, and WBIB-FM New Haven, *Toward the Cross*, New Haven Council of Churches.

First choice was not made among children's programs, but second and third positions, respectively, went to WAJR Morgantown, W. Va., *The Kids Talk Back*, produced by The Shack in Pursglove, W. Va., and to WHAM Rochester, *Children's Worship Hour*, Lake Avenue Baptist Church. The only award in religious education was given to the Massachusetts Council of Churches, which aired *The Christian Answer* on WCOP Boston. *Faith for Tomorrow* on NBC brought a special mention to the First Congregational Church, Hollywood, Calif.

Winning programs were chosen at the close of the four-week workshop, which brought together 40 religious broadcasters from the U. S. and three foreign countries. Workshop sessions included classes in writing and production and discussion of problems and policies in religious broadcasting. These awards are made annually.

WSPC CHARIOT

Buys Chair for Cripple Boy

A SUGGESTION that listeners contribute enough money to purchase a "motorized wheel-chair" for a 14-year-old amputee brought $467.80 in one day, WSPC Anniston, Ala., reports. Ganus C. Scarborough, manager of the eight-weeks old, 1 kw outlet, says it was "a radio success story that didn't sell any merchandise, but renewed my faith in listener loyalty and response."

The plea was made Aug. 17 by Ross Charles, m.c. of WSPC *Top of the Morning* show, aired daily 6-8 a.m. Mr. Charles said it would be a good idea if listeners would contribute enough money for the wheel-chair purchase for 14-year-old Benny Hollingsworth, who had lost his left leg at the hip through a necessary amputation.

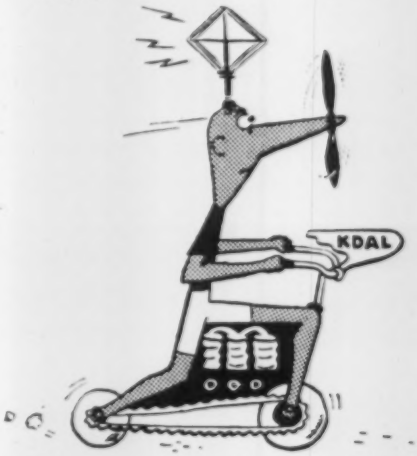
During the program, $140 was pledged by phone, bringing a statement from Manager Scarborough "that approximately 40% of this will come in." But at the day's end, listeners had brought in $467.80, enough money to buy the wheel-chair and to give the boy's family about $300 for hospital and medical expenses.

WIKK's Lion Tamer

GEORGE P. ADAIR, consulting engineer, kept hearing a strange hissing sound several days ago as he tuned the directional array of WIKK Erie, Pa., about 3:30 a.m. Getting off his hunkers, he turned his flashlight beam around the barren field and caught a good-sized mountain lion in the beam. He let out a war whoop, and the big cat darted into the trees just as frightened as his intended prey.

DIRECT MALE

DULUTH, MINN.—"It's still higher Hoopers I want," doggedly asserts Otto Mattick as he speeds along on his bipedacycular Hooper-scooter. "And it's still higher Hoopers I'm gonna get!" He will, too. KDAL's Hoopers have been tops for a long time in the Duluth-Superior Market. But they didn't get that way via inertia. At KDAL, "programming" and "promotion" aren't just words to be bandied about in puff copy. They're the creed by which KDAL lives. That's why KDAL with its own and CBS personalities, plus its long-range promotion plan has captured the bulk of the radio audience. And that's why KDAL does the most effective selling job for you in the Duluth-Superior area. We'll be glad to prove it profitably for you.



The detailed story is as close to you as your nearest Avery-Knodel office. Why not get it now.

Open Mike

(Continued from page 12)

casters, advertisers and agency representatives together working on the problem may bring broadcasting back to its rightful place in the advertising world. You are right, "There's no job more basic for the economic welfare of radio."

Martin Campbell
General Manager
WFAA Dallas

* * *

Any Ideas?

EDITOR, BROADCASTING:

I see that BROADCASTING has quit the editorial's about the "P.I." accounts, but I believe that it should, or the engineers should, take up the matter of "Combo" men.

That, to a qualified engineer, leaves a much worse taste in the mouth than any P. I. could to a broadcaster. It simply means that the stations in question are trying to get something for nothing, or put another way, one salary for two jobs.

Any station that can't afford to pay a living wage for either engineering or announcing, should, in my opinion, be forced to surrender their license.

I would like to hear someone else's ideas on this matter.

C. D. Chandler
WCPS Tarboro, N. C.

* * *

Wants Sober Heroes

EDITOR, BROADCASTING:

I am no little alarmed over a situation that is becoming more and more noticeable and especially on our network shows.

It seems that every "Detective" and Wild West transcription for a network show is obliged to have at least one sequence in a bar room or a cocktail lounge, and even our heroes are beginning to imbibe very frequently on the air. It would seem to me that with the liquor situation being what it is on the radio that these producers and writers would take into consideration that these shows usually have family appeal. I noticed even on the Sam Spade programs that Mr. Spade is obliged to take a drink before giving his report of his latest caper to his secretary, and my kids are beginning to notice it—and if they notice it I am sure other kids in other families are making a mental note that Mr. Spade is depending on whiskey for his stimulation. Not that these detective heroes are without their soft-speaking, cooing heroines who make love to them in every episode, and between the sex angle and the liquor angle, I am afraid we are beginning to kill the goose that is laying the golden egg, or we are at least getting her a little nauseated.

Now don't get me wrong; I like a cocktail as well as any other man, but I don't drink it on the air and neither do I allow my staff. I accept beer and wine advertising and probably if my state became wet I would accept liquor advertising, but I am not going to force it on to my listeners who tune in to be entertained and not to be taken on a visit to a cocktail lounge by some inspired writer who evidently writes by the word.

E. Z. Jones
General Manager
WBBB Burlington, N. C.

* * *

Add: 'Mike & Murder'

EDITOR, BROADCASTING:

Can it be that radio too soon forgets its heroes? In your editorial of Aug. 8, entitled "Microphone & Murder" you mentioned that the murder of Mr. Mason, program director of the Alice, Tex., radio station, is one of the first times a radio commentator has been killed because he did his job.

In 1931 the now defunct *Radio Digest* featured a two-page illustrated article covering the murder and court trial of Jerry Buckley, a radio anouncer at WMBC Detroit. Buckley was shot and killed on the morning of July 23rd, 1930 when three men entered the lobby of the hotel where WMBC was located. Three men were later indicted and testimony in the case was completed April 13, 1931. This

POLIO VICTIM, George Edwards, candidate for mayor of Detroit and president of the city's Common Council, continues his weekly reports to the public over WDET (FM) Detroit despite his illness contracted this month. Mr. Edwards records the program, a WDET public service feature, from his sickroom at home.

trial was most unusual inasmuch as it was perhaps the first time a murder trial was broadcast word for word over a radio station. The station being of course, WMBC Detroit. The facts developed and broadcast showed that over a period of months, Jerry Buckley in his series of broadcasts had been giving a daily report of news in the form of a crusade to rid Detroit of vice, racketeering etc. Many listeners termed this campaign in words of praise as fearlessness. Buckley received many threats by mail and over the phone but still blasted and exposed gambling establishments which resulted in police raids.

The microphone used at the trial was the same used by Buckley during his broadcasts but in the end the accused were acquitted after 33 hours and 5 minutes deliberation of the jury consisting of eight men and four women. As far as I can determine the mystery of the murder of Jerry Buckley remains unsolved.

Dan Hyland
General Manager
WPAW Pawtucket, R. I.

* * *

Begs To Disagree

EDITOR, BROADCASTING:

As one of your keenest British subscribers and having been one since leaving the RAF in 1946 may I put pen to paper regarding your July 10 interview with Mr. Alan Whitworth, on the effectiveness of Radio Luxembourg, and Mr. Guy Bolan's letter in your July 25 issue.

May I as a humble representative of the British radio sales and servicing industry heartily endorse Mr. Bolan's remarks regarding the 'big-name' programs now being heard over Radio Luxembourg and at the same time beg to disagree with Mr. Whitworth's remarks "that Britains do little listening to other than BBC stations."

My work takes me into the homes of a wide cross section of homes here in South-East England and I can state that a large number of my clients do listen to Radio Luxembourg especially on Sundays when the BBC stations air a large number of recorded repeat shows.

Radio Luxembourg is not an easy station to receive, particularly after dark, it being on the long-wave and sharing a channel with one of the Soviet high-power stations, also it is approximately 250 miles from London and double and triple that distance from the heavily populated Midlands and North of England.

Set customers of mine are constantly questioning me to send radio service engineers to improve their aerial antenna systems so as to receive Luxembourg more clearly and when a listener is willing to spend up to 3 to 4 pounds on anti-static equipment that means they want to listen to Luxembourg. . . .

Commercial radio can never become a great advertising force in this country until commercial stations are allowed to operate here, free of control by government and BBC alike.

Until then it should be the aim of the British national advertiser, especially those with American connections who know what a selling job radio can do, to support Radio Luxembourg with consistent time-lagging and to air programs of a quality. . . .

R. E. Edwards
Apple Trees
9 Park Road
Wallington Surrey
England

* * *

Radox 'Rates'

EDITOR, BROADCASTING:

After reading the editorial "The Rating Season" in the Aug. 15 issue of BROADCASTING, I can't help but comment on it.

Whoever wrote the editorial apparently hasn't heard about Radox.

Albert E. Sindlinger
President
Sindlinger & Co.
Teldox, Radox, Recordox
Hopewell, N. J.

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES:
IN QUINCY 522
IN WASHINGTON MET. 0522
GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

HANNA NETWORK

FM Station Feeds AM Outlets

ELOISE SMITH HANNA had the assurance of some of the best brains in radio that what she was trying to do wouldn't work.

They didn't put it as politely as that.

They just said she was crazy.

She went ahead anyway and now she believes a lot of big brains are going to be lodged in heads with very red faces.

Her unique set-up of an FM station being the mother to an AM network is definitely working —and has been since Feb. 14 under the name Associated Broadcasting Service.

And soon, her calculations tell her, the operation will pass the break-even point.

What Mrs. Hanna has in her native Alabama, where she also is owner of the 5 kw NBC AM station, WBRC Birmingham, is a new idea in network radio.

Its focal point is WBRC-FM, which at 546 kw is said to be the most powerful radio station in the world. From it, she radiates programs to her network, a brood of 24 AM stations in Alabama and Tennessee. These AM stations are mostly 250 watters but there are six 1 kw and one 5 kw outlets among them.

Without Land Lines

They can pick up the network programs without benefit of land lines, get credit by rebroadcasting the network's own commercials or insert their own for local sponsors.

When Mrs. Hanna first started her network operation she was running $9,000 a month in the red. Her very profitable AM operation was carrying the load. As of the end of May, the commercial business reached the point where the loss was $3,000.

Very soon she said, "I expect the network to be paying for itself. Incidentally it already is giving AM affiliates a very respectable income."

Mrs. Hanna does not take credit for the network idea.

"All the credit belongs to G. P. (Jerry) Hamann, our technical director and manager," she said.

It was Mr. Hamann, 37, who conceived the idea of an FM station of high power serving as the hub of an AM network without lines.

"I let him lead. I followed," said Mrs. Hanna.

Following, however, wasn't so easy. Radiomen, bankers and associates of hers tried to sell her off the idea.

"I had to decide whether to follow a young man with a vision or listen to all the people who said 'don't.'"

Mrs. Hanna, a blue-eyed, brown-haired lady of the South, is 56, born in the same 12 hours in 1893 as her friend, Mary Pickford. She felt she must lean over to be receptive to young ideas.

Mr. Hamann argued that no one had ever tried to do FM properly. No one had ever given it the chance it deserved. Mrs. Hanna decided to back him.

"Money never did mean as much to me as building something, anyway," said Mrs. Hanna.

So she put down over one-quarter of a million dollars for her FM facilities. She built a 558 foot tower atop Birmingham's Red Mountain. She ordered unprecedented kinds of equipment from RCA to build her high-powered voice.

As the building progressed, many big brains came to look the Hanna situation over. They shook their heads and predicted that she would have so much power and be up so high that her FM station would miss Birmingham completely—and it was part of the plan that she operate an FM station for Birminghamites.

Consulted Armstrong

A bit troubled by this possibility, she took the matter up with Prof. Edwin H. Armstrong, the inventor of FM. He opined that the drip of her power would give her Birmingham coverage.

When she put WBRC-FM on the air in November 1948, that proved to be the case. Its power, however, also gives an efficient signal at a 200-mile radius, she claims. But it actually has been heard as far away as Guam and the Azores, according to letters from listeners.

Shortly after WBRC-FM went on the air, Mrs. Hanna and her staff turned a big part of their attentions to launching the network. They offered reception, via FM, of such volume and clarity that it was suitable for rebroadcast by affiliates.

Advantages were these: Expense of lines eliminated; good talent, programming and news made available to small independents cheaply, some billing and sales efforts by affiliates eliminated.

Advertisers were offered two things:

First, the 24 affiliates, covering all of Alabama plus bordering counties in Georgia, Mississippi and Tennessee, with 518,840 AM radio homes according to BMB figures of September 1946.

Second, the primary coverage of WBRC-FM, the mother station, based on a mail pattern, of 67 Alabama counties plus half of Georgia, Mississippi, Tennessee and West Florida. In Alabama alone, 48,306 FM sets were sold in the past two years.

Rates were worked out to give advertisers all 24 stations plus WBRC-FM at $1,011.20 per hour, or $87.43 per spot, at all hours except between 6 to 10:30 p.m. At the later hours, when WBRC-FM and 15 of the stations are on the air, an hour's time sells for $824 and a spot for $72.83.

"We think that plan put FM into national business in a big way," said Mrs. Hanna. "Advertisers thought so, too."

Stations in the area also were receptive to the idea. Seven tried it for three weeks, dropped it for two, and then all came back and are still affiliates. Eight more stations in Mississippi are soon to be added plus some in Georgia.

With the network in operation, Mrs. Hanna and her son, M. D. Smith, III, who is her program director, went to New York to attend to details of starting her Birmingham television station, WBRC-TV.

She has a target date set for making the television station show a profit. The date isn't for publication, because she doesn't want the big brains rattling away at her again. But actually, the number of months she has projected for break-even is very few.

Mrs. Hanna intends to achieve TV profits by letting station growth follow sales, instead of vice versa.

When the network and TV operations both begin to make a profit, she intends to quit for a while and go fishing.

"I'm going, too," said her son. "I only hope we won't be too mentally fatigued. Takes brains to catch fish."

Study FCC Pay Hike

PAY RAISE legislation affecting Commissioners of FCC and other agencies may be taken up sometime this week by the Senate. The bill (HR 1689), boosting Commissioners' pay from $10,000 to $16,000, has been reported out by Sen. Russell Long (D-La.), head of the Senate Civil Service Committee, with provisions as previously listed [BROADCASTING, Aug. 8]. The group unanimously felt that its limitation of the bill should cover only top executives "whose responsibilities included the making of policy decisions."

GOOD NEWS!!

FOUND

A *NEW* rate card—with new streamline rates and complete market data. The first of its kind in Connecticut.

Write or wire today, we will send you one.

WICH

NORWICH, CONN.

1400 KC FULLTIME

John Deme, Gen. Mgr.

KFYR s coverage IS terrific -- but that's only part of our sales-making impact. KFYR is the Number One station . . . in the Number One agricultural state in the union. North Dakota leads ALL other states in increase in per capita income since 1940 . . . a juicy 356% as against the national average of 130%.

KFYR 550 KC 5000 WATTS NBC AFFILIATE REP. JOHN BLAIR

Bismarck, North Dakota

Allied Arts

ROBERT Z. MORRISON Jr., formerly in charge of new business for WFIL WFIL-TV Philadelphia, has joined sales department of World Broadcasting Co.'s New York office.

E. RALPH HAINES is representing The House of Television, New York, in Illinois and Wisconsin.

BERNIE ROBERTS, most recently program director of WNDR Syracuse, N. Y., has joined Inter-America Television Inc., New York, as executive assistant in charge of production.

CHARLES MORIN, former Columbia Pacific Network sales manager, has been appointed vice president and national sales director for Keith Kerby Ltd., San Francisco celebrity commercial spot firm.

MYRTLE LAYTON, former administrative assistant at Crawford Clothes Inc., Long Island City, N. Y., has joined Wilbur-Stark-Jerry Layton Inc., New York, radio and TV package agency, as merchandising director of *Kathi Norris Television Shopper* video program viewed daily on WABD (TV) New York.

CHARLES A. KENNEDY, formerly vice president and director of sales for Teleways Radio Productions Inc., Hollywood, has been named president to replace CARL KRAATZ, resigned.

HOWARD HUDSON, radio information specialist for National Planning Assn., Washington, and his wife sailed on *Queen Mary* Aug. 27 for month's vacation in England, Scotland and Ireland.

JAMES BAYLESS, formerly manufacturing manager for RCA Victor, has joined Capitol Records Inc., Hollywood, as production engineer.

NOCTURNE PRODUCTIONS, Hawthorne, N. J., is currently producing custom-built disc jockey shows on magnetic tape. Shows are air-expressed to subscribers, at cost fixed at 10% of air time used, with no minimum rate. Programs include music, announcer, continuity, interviews designed for sponsor, contests and other audience pull features.

MUSIC CORP. of AMERICA announces opening of radio-television department in its San Francisco office. KENNETH MORTON will supervise production activities and sales in Northern California area.

HOWARD RADIO PRODUCTIONS, Chicago, is mailing two-fold black and white brochure with trade press reprints to advertising agencies, promoting its radio and television services. Firm, owned by BERNARD HOWARD, is a year old.

BLACKBURN-HAMILTON Co., Washington, has opened Chicago office at 333 N. Michigan Ave., phone RAndolph 6-4550. HAROLD R. MURPHY is branch director.

DECCA RECORDS Inc., New York, has announced its catalog of albums will be available on 33⅓ LP Microgroove, unbreakable vinylite recordings beginning Sept. 5. Firm will continue to produce 78 rpm discs also.

ATLANTA MUZAK and WORLD WIRED MUSIC SERVICES have been merged following purchase of Muzak assets by Dixie Melody Inc., owner of World franchise in Atlanta, Ga. J. T. FULWILER and C. W. CHAPMAN are principals in corporation.

IT'S a happy reunion, after 11 years, as singing star Dennis Day (l) greets James T. Mahoney, program director of WLAW Lawrence, Mass. The reunion took place in Cambridge where Mr. Day's native city held a testimonial dinner to start the singer on his personal appearance tour which opened in Boston. WLAW broadcast the dinner program. Messrs. Day and Mahoney met for the first time in May 1938, when Mr. Day (then Gene McNulty), a senior at Manhattan College, reported for an audition on RCA-Victor's *Campus Club*. Mr. Mahoney was producer of the show for NBC.

KRAM'S QUARTERS

New Studios in Las Vegas

KRAM Las Vegas announces new housing by late September at the Hotel Flamingo fronting the resort strip. In the move, KRAM's co-owners, Ed Jansen and Truman Hinkle said the station will drop its makeshift headquarters in a partially constructed hotel.

Now daytime only, KRAM decided on the shift following the FCC's decision to allow it 24 hours a day programming and a simultaneous announcement that KRAM would become a Mutual outlet. It is planned to have KRAM a focal point between the Pacific Coast's Don Lee-Mutual network and the Eastern Inter-Mountain Mutual chain, station reports.

Technical

GEORGE HOWARD Jr., has joined control room staff of WHO Des Moines, Iowa.

W. J. GEMULLA has joined staff of Consulting Radio Engineers, Riverside, Ill. He will help with expansion of firm's AM-FM-TV allocation and field measurement work for midwest broadcasters. WALTER F. KEAN, owner of firm, has announced opening of executive offices at 40 East Ave., Riverside. Former offices and laboratory will be maintained.

EDWARD SARROW has been named nighttime technical director for WAAM (TV) Baltimore. He formerly was in program department.

GILBERT VOYLES, new to radio, has joined engineering department of WJPS Evansville, Ind.

ARNE LASSILA, crewman at WBKB (TV) Chicago, and MONA HALL, of station's accounting department, were married Aug. 20.

BILL SANBURN, engineer at WHO Des Moines, is the father of a boy Bruce Arthur.

RCA VICTOR has distributed booklet, "Have You Thought of RCA for These Products?" in which 15 types of equipment are described. Among items included are illustrations of how various industries use mobile radio equipment, tape recorders, and industrial TV.

SYLVANIA ELECTRIC PRODUCTS Inc. announces its 16 inch metal direct view television tubes, type 16AP4, are now available for authorized distributors.

TELEVISION PROJECTS Inc., Newark, N. J., has distributed white folder explaining its monoscope television signal generator, type 213.

RCA Engineering Products Dept. has installed new super-gain antenna developed to meet television requirements for higher power, greater power gain and directional effects at WBNT (TV) Columbus, Ohio. Antenna is designed in units which can be used for directional mounting on face of any standard radio tower.

GRAY RESEARCH and Development Co., Hartford, Conn., announces availability of Gray Sound effects console, type #352C. Console consists of three turntables, continuously variable for 10 to 130 rpm and four special tone arms. Precision high fidelity amplifiers and equalizers are controlled on panel permitting fading, lapping, VU regulation and gain control.

GENERAL ELECTRIC, Syracuse, N. Y., announces its new television film camera, Model 4PC2B2, featuring video pre-amplifier and other improvements, is now available for commercial use. Video pre-amplifier also can be obtained for modernization of existing G-E film cameras.

The CASH REGISTER'S JINGLING

AT JITNEY-JUNGLE
WINNSBORO, LA.

The JITNEY QUIZ is whammin' 'em on KMLB! McLemore's Jitney Jungle, Winnsboro, La. . . . 40 miles from Monroe . . . Northeastern Louisiana's largest independent grocery, has renewed the show! Another satisfied sponsor agrees

KMLB is the No. 1 sales voice of Northeastern Louisiana

1440 KC KMLB 1440 KC
Monroe, Louisiana
5000 Watts Day 1000 Watts Night
Affiliated with
American Broadcasting Company
Represented by
Taylor-Borroff & Co., Inc.
KMLB-FM—17,000 Watts—Now Operating Full Time!

KGW
KGW-FM
PORTLAND, OREGON
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Burger Beer . . . . . DOUBLES SALES in 3 weeks with "*directed*" advertising on . . .
WGRD
Grand Rapids, Michigan

Walking Clerk

AN ACTIVE postmaster and WHOL Allentown, Pa., CBS affiliate, combined to put a retired postal clerk on the map—and before the microphones and cameras of *We, the People* Aug. 9. It all happened when John "Iron Legs" Stahl, who retired in 1936 after 30 years of sorting mail, walked into Henry Bauman's dispatch office and recounted how he had walked over 10,000 miles in the past ten years, numbering in his logbook as many friends. Mr. Bauman, also a director of WHOL, referred him to Lew Windmuller, WHOL president and general manager, who in turn called CBS New York, Young & Rubicam (Gulf agency) and producers of the show. Mr. Stahl walked from Allentown to New York, where he greeted listeners and televiewers.

MULTIPLEXING

FCC to Review Advances

HEARING before the Commission *en banc* was designated by FCC last week for Dec. 12 to review technical advances in multiplexing of facsimile and FM broadcasting. Present rules allow multiplexing for three hours during the period 7 a.m. to midnight and no limit other hours provided there is no impairment of the FM aural signal below 10,000 cycles.

The Commission indicated it has received information from Radio Inventions Inc. on its experimentation and wishes to obtain full data on all aspects of the matter at the December hearing. The system developed by Radio Inventions is claimed to cause no impairment of the aural spectrum below 15,000 cycles. Notices of appearances and comments are invited by Nov. 28, FCC said.

TWO current Broadway hits, "Miss Liberty" and "South Pacific," will be presented in RCA Victor's initial release of revived Bluebird label.

AFRA ANTIC

Allegations False WATL Tells FCC

ALLEGATIONS of American Federation of Radio Artists against WATL Atlanta, Ga., made in a complaint filed with FCC fortnight ago, "are completely false and contrary to all facts," the station advised the Commission last week [BROADCASTING, Aug. 1, 8].

AFRA petitioned the Commission for revocation of the WATL license on grounds that J. W. Woodruff, owner of the station, "has manifest a flagrant disregard for government regulations designed for public protection." AFRA charged that the station has "chronically violated" the labor relations laws and the rules and regulations of FCC.

Regarding a case involving Announcer Lawrence J. Mellert before the National Labor Relations Board, WATL emphasized "that at no time in the proceeding has the licensee deliberately ignored or attempted to evade the Board's order" and that compliance with the order "has occurred as rapidly as the circumstances permit and compliance is now complete." WATL pointed out further that the current labor dispute involving AFRA and International Brotherhood of Electrical Workers is still to be decided by NLRB. WATL contended that the AFRA-IBEW strike, which began Jan 1, is improper since no notice was given according to law. Charge of secondary boycotting also was made.

WATL indicated it believed that AFRA filed the complaint at FCC "solely for the purpose of using the good offices of this Commission to compel settlement by the licensee of his differences with AFRA and IBEW" and that AFRA "obviously attempts through unilateral pressure to accomplish favorable setlement of the WATL labor dispute."

The reply also held "there has been no flagrant disregard by J. W. Woodruff of government regulations, nor has there been any knowing violations of federal law by him." The reply outlined the program service rendered by WATL in the public interest since 1935 and the many other public service activities of the station. Technical progress and improvements over the years also were detailed.

POLITICAL RATE

Legislation Appears Doomed

LEGISLATION which would prohibit stations from charging "excessive" rates for political broadcasts appears to be earmarked for oblivion in this session of Congress following the appointment of William M. Boyle Jr. as chairman of the Democratic National Committee.

Mr. Boyle succeeds Sen. J. Howard McGrath, Attorney General-elect and trouble-shooter of the Democratic Party. Sen. McGrath is the author of the measure (S 2254), which would impose penalties on stations ranging from suspension of licenses for 30 days to indefinite suspension or possible revocation for levying charges in excess of standard card rates. The bill drew protests from individual broadcasters and NAB, which expressed itself opposed "to the principle of Congress setting rates" [BROADCASTING, July 25, 18].

Following early opposition, the Senate Interstate & Foreign Commerce Committee has show no indication to consider the proposal, and its spokesman said no "pressure" was evident to effect its passage. Two other factors—Mr. Boyle's appointment and lack of time in the remaining days of the 81st Congressional session—are presumed to militate against consideration at this time.

HORSE ARRIVES

So Announcer Eats Words

MORE THAN ONCE announcers have had to eat their words and here's a case in point. Announcer Jerry Allen of WKAN Kankakee, Ill., happened to remark on the air that George "Cowpoke" Wells, who goes "Ridin' the Trail" daily with Western music, was the only cowboy in radio not having a horse.

About half an hour later, Business Agent Oren Floyd of the Kankakee Teamsters union came to the defense of "Cowpoke" Wells. Mr. Floyd appeared at the studio and offered his mount "Rosemary" as a horse which "Cowboy" could ride.

Then, "Rosemary" was led right into the studio, stomped over to the microphone and whinnied right into the face of startled and somewhat frightened Announcer Allen, making him eat his words.

WHAI, Greenfield, Mass., received second prize for its county agent broadcasts in recent competition held at Cornell U.

OPERATORS

Regrouping of Classes Propose

EDITORIAL regrouping of all classes of commercial radio operator licenses, and provision for new radiotelephone third class operator permit, was proposed by FCC last week. Changes would conform to the basic provisions of the radio regulations attached to the Atlantic City International Telecommunication Convention (1947).

The new third class permit would be issued to eligible applicants found qualified by an examination consisting of the revised non-technical Elements 1 and 2 of FCC's written test for commercial operator licenses. The permit would be classified between the present restricted radiotelephone operator permit and the second class license. Third class permittees could operate 10 w low power FM educational stations among other things, FCC said.

WDXB Vote Ordered

AN ELECTION to determine collective bargaining representatives for employes of WDXB Chattanooga, Tenn., has been directed by the National Labor Relations Board in a decision released last Tuesday. WDXB, a 250-w non-network affiliate, is licensed to Joe V. Williams Jr.

Don't ask for the KEYS to the city
to open up sales
in Memphis
Simply Buy
WMPS
10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES
AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY
RADIO REPRESENTATIVES, INC.

There's a New Bold Look in Northeastern Ohio

IT'S A NEW LOOK because . . .
It sparkles with greater sales results from today's more conservative ad expenditures.

IT'S A BOLD LOOK because . . .
The pattern no longer conforms to old-fashioned and outmoded traditions in time-buying.

THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:
WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split seven ways.

Check Taylor Borroff About . . .
. . . Brand New Hooperatings
. . . More listeners at less cost
. . . Retail sales that still hold firm
. . . Local promotion that sells
. . . A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON
about the NEW BOLD LOOK in NORTHEASTERN OHIO

Roundup of Legal Views

(Continued from page 21)

by the Commission in its report will be within the scope of judicial review as well as the particular proscriptions contained in its final order.

* * *

GEORGE S. SMITH

Segal, Smith & Hennessey

In my opinion the new FCC rules on "giveaway programs" constitute censorship in direct violation of Sec. 326 of the Communications Act. As the Commission said in a letter dated Aug. 11, 1949, to Sen. Edwin C. Johnson (D-Col.) . . . "the Commission has no authority to censor any program or programs" and further, "The judgment (on renewal applications) which the Commission must make (with regard to liquor advertising) is one related to overall program service and the extent to which a particular licensee is rendering a well-balanced program service in the public interest in the community which he serves."

If the Commission has correctly informed Sen. Johnson (and I believe it has) then the Commission cannot undertake by regulation to censor programs which are enjoyed by millions of Americans residing throughout the United States, more especially programs that are not illegal in character.

* * *

PAUL D. P. SPEARMAN

Spearman & Roberson
(Former General Counsel FCC)

Holding no brief for so-called "giveaway" programs and having no disposition or desire to defend them, I do not believe that the FCC was called upon or has legal authority to promulgate its recent order interpreting the criminal statute banning lotteries, etc., and threatening the destruction of radio stations that violate that interpretation.

If the Commission ever was charged with the duty or responsibility to try and punish violators of the anti-lottery statute, which I have never believed it had, it was relieved of such duty or responsibility when the Congress took that section of the law out of the Communications Act and placed it in the Criminal Code. It would indeed be hard to find more conclusive evidence of the intent of Congress. The intention of Congress was to preclude the Commission from doing exactly what it threatens in the order interpreting Sec. 1304 of the Criminal Code.

It is the responsibility of the Dept. of Justice and not of the FCC to enforce criminal statutes.

The Fifth Amendment to the Constitution guarantees the right to a trial by jury in *all* criminal prosecutions. To say that the punishing of offenders under this statute is not a punishment for violating a criminal law cannot be successfully argued in the instant situation for the simple reason that the Commission bases its action upon the criminal anti-lottery law.

This means that in addition to the fine and imprisonment the Congress provided, the Commission now threatens to destroy valuable property rights as additional punishment, and these property values, in almost every instance, would exceed by far the maximum fine a court of competent jurisdiction would have authority to impose upon one convicted of violating Sec. 1304.

Assuming that the Commission has the right to take into account the past conduct of an applicant in arriving at a conclusion as to whether "public interest, convenience or necessity" would be served by the granting of such application or the operation of the station in question, it appears to me that the consideration of such fact of violation should be *after* and *never before a conviction* in a proper U. S. District Court.

Moreover, if the Dept. of Justice is not convinced that such a violation does not warrant criminal prosecution, it is absurd to claim that the crime was so bad as to warrant the destruction of a valuable station.

The Commission promulgated its "order" under the guise of rule-making, but the fact is that the order is not a rule. It is nothing more nor less than a complex interpretation of an involved criminal statute. The interpretation apparently by-passes the well-settled principle that in interpreting a criminal statute any doubt as to its meaning or applicability to a given set of facts must be resolved against the applicability of the statute. The Commission's interpretation not only overlooks this elementary rule of statutory construction, but went all the way in asserting that certain acts violate this law which . . . is most doubtful.

The Congress has spoken and in speaking has clearly and conclusively indicated that it intended that the Dept. of Justice and not the FCC should assume the responsibility and duty of enforcing Sec. 1304. I agree completely with the dissenting opinion of Comr. Hennock.

* * *

REP. RICHARD B. WIGGLESWORTH (R-MASS.)

R. Wigglesworth

The action of the FCC Aug. 19 in ordering giveaway programs off the air appears to be another attempt by the FCC to censor radio. Once again the Commission is apparently using its power to license stations as a life-or-death club toward control of what the people will be permitted to hear.

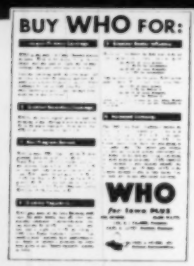
I hold no brief for or against giveaway shows as worthwhile programs. But I do protest this effort by the FCC to decide whether these programs shall or shall not be broadcast, and I hope it will be stoutly resisted. Congress expressly prohibited the FCC from acting as a dictator over radio programs. Sec. 326 of the Communications Act . . . is crystal clear:

"Nothing in this act shall be understood to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the commission which shall interfere with the right of free speech by means of radio communication."

If giveaway programs are lotteries, they are a matter for the Justice Dept. and the courts. For the FCC arrogantly to assume the role of a court, through perverted use of its licensing power, amounts to government by license, not government by law. It is all the more shocking when done on the affirmative vote of only three members of the seven-member Commission. Do 150,000,000 people wish to have their programs controlled by three people?

In the past many subtle attempts by the FCC to censor radio have been unearthed. It is by such continual chipping away that liberty is destroyed. Radio is one of our great means of communication, and television will probably become even more important. They are a rich prize for those who seek to control the people through control of what they may be told and what they may think.

another radio station helps Time Buyers buy



This Service Ad* appears opposite the WHO listing on page 183 of the May SDRS Radio Section.

The WHO *Service-Ad** illustrated here gives concise information on Primary and Secondary Coverage, Program Service, Audience, Dealer Influence — information not covered in the regular SRDS listings; information that's often unavailable or inacessible at the times when you're weighing radio advertising opportunities.

The *Service-Ads** of many other stations, too, are matching the suggestion one Radio Director made when he said: "When radio stations tell me something about themselves in their ads—something their SRDS listings do not tell—I welcome it, and I use it."

You, too, probably find that such additional, on-the-spot information in the Radio Section of SRDS saves your time . . . makes easier your job of deciding *which stations.*

(NOTE TO STATION MANAGERS: The new "*Spot Radio Promotion Handbook*" reports and interprets the buying experiences of many radio users. It translates them into effective time selling and promotion ideas. Copies are available from us at a dollar each.

** SERVICE ADS are ads that supplement listings in SRDS with useful information that helps buyers buy.*

STANDARD RATE & DATA SERVICE, Inc.
The National Authority Serving the Media Buying Function
Walter E. Botthof, Publisher
333 NORTH MICHIGAN AVENUE, CHICAGO 1, ILLINOIS
NEW YORK • SAN FRANCISCO • LOS ANGELES

ANAN QUITS

After 5 Year Operation

AMERICAN Newspaper Advertising Network, formed in 1945, will be dissolved at the end of the year.

The dissolution of the organization, which was intended to sell newspaper advertising on a group basis, was voted by stockholders at a special meeting in New York last Tuesday.

In explaining the reasons for the end of the ANAN, Thomas Cochrane, president and board chairman, said that the increases in costs of newspaper publishing imposed difficulties "in making a network package that would be acceptable to advertisers."

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves
the best buy
in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

RCA Plan

(Continued from page 18)

ington UHF tests were finished, we began a concerted attack upon the widely accepted conclusion that high definition color television could not be provided in a 6 mc channel. The objective of this attack was to develop a method of transmitting color in a 6 mc channel without any degradation of the quality of the received picture. At the same time we retained our previous requirement that the system must be completely compatible, that is, present receiving sets would need no modification for reception of color transmission in monochrome and existing transmitters would continue to be useful.

We are now glad to report the accomplishment of our objectives. We have created a new color television system which has the characteristics described above.

For the studio we utilize the same equipment as we have in previous hearings for our wide band simultaneous system. This equipment provides three signals, one for each primary color. Following this and preceding the transmitter modulator, the signals are rapidly sampled electronically in time order for each color and then combined. The resulting single channel signal is transmitted in time multiplex fashion requiring a total modulation bandwidth of only 4 mc.

The head-end radio and intermediate frequency circuits of the receiver are the same as for a current black-and-white receiver. The video signal is then fed to an electronic arrangement which is the inverse of the signal sampler at the transmitter. This results in restoring the three-color signal channels of green, red and blue, and these are fed in simultaneous-system fashion to a three-color picture reproducing system to be viewed in a single picture.

This RCA color system has the following characteristics:

(1) 6 megacycle
(2) Fully compatible
(3) 525 lines
(4) 60 fields per second
(5) Field interlaced
(6) Picture dot interlaced
(7) 15 color pictures per second
(8) Time multiplex transmission
(9) All-electronic

The same transmitters as are presently used by television stations can be used for the transmission of the RCA color system. The changes required for transmission of the new system are in studio equipment to produce color pictures and the addition of the small amount of electronic equipment required to perform the sampling and time multiplexing.

It is our belief that this new system provides for the first time a sound basis for the bringing of color television service to the public, as well as full scope for the continuing development of color as the art progresses, without involving obsolescence of present-day black-and-white receivers.

During the month of September we will transfer the equipment from our Princeton laboratories to Washington, D. C., where it will be installed in the NBC station (WNBW) at the Wardman Park Hotel. RCA will submit testimony and demonstrations to the Commission regarding this RCA color television system.

This system is entirely consistent with the "Standards of Good Engineering Practice Concerning Television Broadcasting Stations" and can be broadcast without modification of these standards. Therefore, RCA does not propose any modification of existing transmission standards.

2. FIELD INTENSITIES, PROPAGATION, STATION SEPARATION AND SERVICE AREAS.

RCA will present evidence at the hearing regarding its experimental work on these subjects. This evidence will include the results of our work on carrier synchronization and offset carrier methods of reducing co-channel interference. Exhibits containing this information will be submitted prior to the hearing. RCA believes that these methods can be effectively used in the public interest for increasing the number of television stations as well as enlarging and improving the service areas of those which the Commission proposes to allocate.

Follows Local Fighter

A FIRST in local broadcasting is claimed by WINR Binghamton, N. Y., in sending a complete radio crew to Yankee Stadium Aug. 17 to broadcast a blow-by-blow account of the semi-final bout between a local fighter, middleweight Joe Taylor of Binghamton, and Artie Towne. Line facilities were ordered direct from the stadium, which is 200 miles from Binghamton. Sponsor of the broadcast was a local Ballantine beer and ale distributor. Ballantine, which sponsored the main bout (Robinson-Belloise) on CBS, cleared the local bout for WINR.

WRTV CASE

Additional Time Not Favored

FCC DOES NOT "earmark" facilities for applicants pending their decision to proceed, Commission Hearing Examiner J. Fred Johnson Jr. stated last week in his initial decision denying the bid of Maison Blanche Co. for additional time to construct its television station WRTV New Orleans.

The ruling will become final in 40 days and effect deletion of the facility unless WRTV files exceptions and seeks oral argument. WRTV is assigned Channel 4 (66-72 mc).

The decision found that Maison Blanche still had not decided to begin construction of the station, although it originally had been requested by application filed in 1944 and granted in 1947, because it was concerned over the future economic and technical aspects of television. The ruling said "we can understand applicant's difficulty in trying to resolve the uncertainties with which television faces the future" but noted that "these problems are not peculiar to the applicant" since they "are common to the industry."

Examiner Johnson pointed out that many indefinite factors "must be weighed by all who would venture capital in such an enterprise. The radio pioneer does not see beyond the mountains, but before commencing the journey he must decide whether or not he will risk the hazards on the other side." He explained "it is not the policy of the Commission to earmark radio facilities for any applicant pending his determination as to whether or not such facilities will be used, even though it may appear that at the moment the supply of facilities in the community may be somewhat greater than the demand."

Uncertainty as to the future of TV was reaffirmed as "not a satisfactory explanation of failure to proceed diligently in accordance with the terms of the construction permit."

GRID RIGHTS

Protest U. of S. C. Action

PROTESTING broadcasters met in Columbia, S. C., fortnight ago to discuss the new policy of the U. of South Carolina in granting exclusive broadcast rights to the Gamecock's football games to WCOS Columbia. They decided to further a reconciliation over the policy with Rear Admiral Norman M. Smith, university president.

Also thrashed out was the possibility of legal action against the school but no steps were taken. The legal angle reportedly involves an existing statute which states that "no charges shall be made for the privilege of broadcasting said games and that at least three broadcasting companies shall be extended said privileges of broadcasting if desired."

An attempt in the state legislature to amend the law so as to permit state institutions to grant exclusive rights died in the state senate following vigorous opposition from broadcasters.

The meeting, attended by station representatives from Columbia, Charleston, Greenville, Spartanburg, Florence and other cities, was touched off by Admiral Smith's announcement that WCOS, which was not invited to the meeting, was the "high bidder" for use of broadcasting facilities at the university's stadium. The three other Columbia stations, WIS, WKIK and WNOK, protested the policy but declined to bid.

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 25 OF THIS ISSUE

prospectin'?

Prospectin' for sales? Montana's got 'em. Wealth from copper, dairy cows, lumbering, farming, hydro-electric power, sugar beets, meat packing. Seven major industries in all add up to better than $100 million in retail sales (1948). Pan for wealth if you like. But for sales in a hurry, use the Mosby stations.

The Art Mosby Stations
CBS KGVO • KANA • KGFM
5 KW DAY—1 KW NITE MISSOULA
ANACONDA BUTTE 250 KW
GREAT FALLS 5 KW IN PROGRESS
Know MONTANA ★
★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

RCA Color TV Ready

(Continued from page 18)

tion of television channels is that satisfactory television service shall be available to as many areas and homes in the United States as is technically and geographically possible," the association said.

The RMA statement was submitted by its Television Committee, headed by Max F. Balcom, Sylvania Electric Products, a past RMA president.

Color Television Inc., which has been experimenting for several years at its San Francisco laboratory, claimed, in its brief filed with FCC, that its system of all-electronic, high-fidelity color television is "fully compatible with existing black-and-white standards, and which, if adopted, will avoid immediate obsolescence of existing black-and-white television receivers." Described as a "line-sequential" method, the system allows color images to be telecast over existing TV channels allocated for 6-mc monochrome using operational and engineering standards practically identical with those now in force for monochrome. The system would also work on higher frequencies, it was said.

Monochrome receivers would receive the color signals as black-and-white without any modification, it was claimed, while the color set would reproduce in color the same signals.

Developed by George E. Sleeper Jr., vice president and chief engineer of Color Television, the system uses successively traced image lines which appear in the receiver in different colors, following a selected sequence such as red, green, blue, etc. The color receiver, which has no moving parts, is so developed that a raster is traced in each of the three colors upon the target of a cathode ray tube, different sections of which produce luminous effects in each color.

In its scanning operations, the brief said, "the receiver operates substantially identically with the transmitter, the different image rasters being traced in sequence, and at the receiver the separately produced visual images are optically combined for viewing through the use of suitable optical equipment."

Only very slight modification of existing transmission standards would be required, it was said, and this only in respect of the television synchronizing waveform.

Readied for Field Tests

Although confined so far to closed circuit laboratory testing, the system is now being readied for field testing using radio transmission and reception, it was said. Color Television requested that it be allowed reasonable time to prepare an appropriate demonstration. The firm suggested that at the conclusion of the color hearing, the matter be left open in such a way that further hearings "may be assured as of the time that Color Television Inc. may find itself prepared to ask for final standardization in accord with such principles as the Commission may wish to declare herein."

NAB's brief proposed "a coordinated and systematic schedule of investigations" to determine correctness of TV rules and engineering standards. These should be done with the cooperation of the Bureau of Standards, NAB told FCC, and offered its "full cooperation."

NAB said there is "a serious question as to the legality of parts of the FCC's proposal for rules, standards and allocations. It agreed TV must be allowed to grow even though information is now insufficient to develop truly scientific allocations.

In the association's view, the systematic study should be continuous in matters of propagation and service of new stations "as they go on the air," with necessary measurements, analyses and changes in rules based on such information.

FCC's TV allocation policy is similar in many ways to the FM method and to the old AM zoning plan, NAB charged, adding that in the case of FM there "is a serious question as to whether the intended results of a specific national allocation plan have been accomplished. If a similar situation were to occur under the proposed TV allocation plan, a serious doubt is raised as to the benefits to be gained from the establishment of such a plan as that proposed by the Commission at this date."

Comments of the Assn. of Federal Communications Consulting Engineers, filed also last week, touched on a variety of points [BROADCASTING, Aug. 22]. AFCCE contended that the allocations plan should not be made part of the Commission's rules if the maximum use of facilities and the rapid inclusion of technical advances are to be achieved.

The association also affirmed the belief that VHF operation "is and will continue to be the backbone of television for many years to come" and that FCC should not place VHF and UHF services on a par in its allocation plan. It also was pointed out that the engineering standards proposed indicate that VHF and UHF channels are equally satisfactory.

Suggests Adjustments

It also was suggested that power and antenna height should be adjusted to the value necessary for adequate coverage which in most cases should cover the metropolitan district, or urban areas of smaller cities. AFCCE said FCC has given undue weight to those factors which tend to increase separation between stations although some safety factors are desirable.

The association indicated that full use "should be made of all technical advancements, including directional antennas, off-set carrier operation, and any other means of more efficiently using VHF channels for maximum service." Rather than provide three "grades" of service, purpose of which is not clear, the AFCCE urged an allocation plan protecting stations to their natural area as the more logical.

AFCCE contended the UHF propagation curves of the Commission "reflect a more favorable service condition than will actually be encountered in practice" because of terrain irregularities. Mixing of UHF and VHF assignments in some cities because of the demand was considered an unavoidable situation even though it was undesirable.

The Federal Communciations Bar Assn., which fortnight ago petitioned FCC for oral argument on its contention the proposed allocation procedure is illegal [BROADCASTING, Aug. 22], last week filed its detailed brief in the matter. FCBA held that the procedural aspects of the proposed allocation Rule 3.606 violate the

'NATIONAL AD INVESTMENTS'

LNA Book Summarizes First Half of '49

EXPENDITURES of some 1,500 national advertisers for network radio and TV time and for space in magazines and newspaper Sunday magazine sections are summarized in a book, *National Advertising Investments in 1949—First Six Months*, published last week by Leading National Advertisers Inc.

Based on the full reports of Publishers Information Bureau, which are summarized in BROADCASTING as they appear—monthly for network radio, quarterly for network TV—the volume lists all companies spending $20,000 or more during the half-year in all these media.

The half yearly media totals show little change from those of the same period of 1948. Network radio gross time sales were $100,838,725 for the first half of this year, down slightly from the $102,010,052 for the same six months of last year. Magazines were up slightly, $231,644,593 this year compared to $229,928,099 last. Sunday newspaper magazine sections were $25,378,556 this year, up from $23,467,159 in the first half of 1948. TV networks billed $4,224,220 in the first six months of 1949, with no comparable figures available for last year.

The new volume, covering all major media but newspapers, company by company and product by product, marks the first such publication of these data on a semi-annual basis. It is being distributed to all companies listed and to agency subscribers of LNA's bound volume of PIB reports. An extremely limited supply of copies is available for national advertiser and agency executives, LNA reported.

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT"!

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations — ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH Productions
KANSAS CITY 6, MISSOURI

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Hill & Range

ROOM FULL OF ROSES

On records: Dick Haymes—Dec. 24632; Sandy Sims—Coral 60067; Eddy Howard—Mer. 5296; Sammy Kaye—Vic. 20-3441; George Morgan—Col. 20594; Paul Weston-Starlighters—Cap. 57-617; Sons of the Pioneers—Vic. 21-0065; Jerry Wayne—Col. 38525; Jackie Searle—Bluebird 31-0012; Phil Brito—Harmony 1051; Chuck Foster—Vocalion 55013; Pat Terry—Hi-Tone 145; Cass County Boys—Dec. 46174; Foy Willing—Cap. 4207; Phil Reed—Dance-Tone 355; Todd Manners—Var. 155.

On Transcriptions: Eddy Howard—World; George Wright—NBC Thesaurus; Foy Willing—Lang-Worth; Jan Garber—Capitol; Al Trace—Langworth; George Towne—Associated; Eddie Skrivanek—MacGregor.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Communications Act in that they: Fail to recognize the right of applicants to an equal and fair opportunity to be heard on the merits of their applications; impede and obstruct orderly expeditious judicial review of FCC action; prevent the Commission from fully complying with the Congressional mandate that FCC distribute facilities among the states so as to provide "a fair, efficient and equitable distribution" of services (Sec. 307, Communications Act).

FCBA pointed out the rule would make the allocation a firm and "relatively inflexible determination of the distribution to be made" and that no applicant in the future could invoke a hearing procedure as a matter of right to challenge the manner in which the rule meets the requirements of Sec. 307(b) of the Act. The proposed procedure would "substitute adminstrative fiat for adjudication," FCBA said.

The association's petition requests oral argument on the problem before commencement of the Sept. 26 hearing. Although the Commission has not yet taken up the request, it was indicated that even though argument were granted and the point won it need not delay in any respect the forthcoming TV proceeding.

Geer Files

Dr. Charles Willard Geer, professor of physics at U. of Southern California, last week filed his summary of proposals to be advanced concerning his system of all-electronic color TV [BROADCASTING, Aug. 15]. He indicated he will request standards which will: Allow any colorcast to be received on black-and-white sets; allow color sets to receive black-and-white transmissions; never prevent low-priced direct-viewing receivers, such as his system, from operation; select the three primary colors best fitted for the present available phosphors, with a view to improving such standards as research and industry progress in the production of better phosphors.

Don Lee Broadcasting System, which has been operating W6XAO (KTSL) Hollywood on Channel 2 (54-60 mc) in addition to experimental color station W9XNO, indicated its detailed experimentation report was not complete and requested extension of the filing deadline to Aug. 29 for its material.

RCA, in a report on its Princeton, N. J., TV transmitter KE2XAY, stated that tests show little significant differences between vertical, circular and horizontal polarization.

Conestoga Television Assn., which for several years has been relaying television programs from Philadelphia stations into Lancaster, Pa., reported on its experimentation in satellite operations. Conestoga has been operating a UHF transmitter (KG2XBI, formerly W3XBR) on top of Welsh Mt. with ERP of 860 w on 600 mc. Philadelphia is 45 miles from the site, Lancaster 15. Comparisons have been made between direct pickup and the UHF rebroadcast. It was concluded that UHF satellites appear practical for service to near areas only.

Requests for reservation of at least 10 UHF channels for educational stations were made by both the Assn. for Education by Radio and the National Assn. of Educational Broadcasters. Similar proposal also was made by the American Council on Education.

Numerous comments on individual allocations proposed by the FCC in various cities also were filed last week. These included statements by the following: 220 North Kingshighway Inc., St. Louis, which operates the Park Plaza Hotel and Chase Hotel there and indicated it had been preparing its TV application when the "freeze" was instituted; Television Broadcasting Co., San Diego; McClatchy Broadcasting Co., multiple-AM station operator, concerning San Francisco-Oakland, Sacramento, Fresno, Bakersfield, and Chico, Calif., and Reno, Nev.; East Texas Television Co., Longview, Tex.; Harlingen, (Tex.) Television Co.; McAllen (Tex.) Television Co.; Brownsville, (Tex.) Television Co.; Fall River (Mass.) Herald News Pub. Co.; KGCU Mandan, N. D.; KVOS Bellingham, Wash.; KGY Olympia, Wash.; WSGN Birmingham, Ala.

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RESORT'S BREAKFAST SHOW

Draws Business to N. H. Spot

DESPITE recession talk, radio promotion has been paying dividends for Allen "A", flourishing New Hampshire mountain resort. Future prospects are even greater although neighbor competitors report a 25% seasonal decline this year.

Boost to the scenic spot operated by Allen H. Albee, has generated from sponsorship of *Breakfast at Allen "A"*, now in its second season and a favorite to New England listeners. The program, in its second year over WLNH Laconia, N. H., is rebroadcast by WLAW Lawrence, Mass., 50 kw ABC affiliate and picked up live by WWNH Rochester, N. H.

Patterned after ABC's *Breakfast Club*, also carried by WLAW, the program has proven to be an overwhelming success in entertainment and in dollars and cents for Mr. Albee. A test of response showed a single $7.50 spot purchased by Mr. Albee returned him $300. He noted that during the past winter when guests wrote in for reservations and information, 250 letters asked if the radio program was slated again to be part of the entertainment schedule for the season.

The initial broadcast of the program found 20 couples calling at the resort for reservations, an unheard of thing at the time. This season, the figures have not changed. The resort has been booked completely and Mr. Albee, sold on radio advertising, is looking to 1950 and 1951.

PARTIAL inventory filed in estate of John Ballantyne, chairman of the board and former president of Philco Corp., who died on June 11 in Rydal, Pa., showed he held 19,371 shares of corporation's common stock, worth $508,488.75.

WAGES-HOURS

Amendment on Overtime

CERTAIN premiums paid by employers for work on Saturdays, Sundays, holidays, etc., need not be added to an employe's straight time pay in determining his "regular rate" for overtime pay, and may be credited toward overtime compensation due in excess of 40 hours in any week.

This provision was contained in the recent Congressional amendment to the Fair Labor Standards Act signed by President Truman. Thus the amendment (HR 858), according to Labor Secretary Maurice J. Tobin, makes it lawful to treat as overtime premiums certain payments previously held to be not "true overtime" by a Supreme Court decision last year.

The Labor Dept. said that principles established under the amendment are applicable to all industries but emphasized, however, that they are limited to premiums actually based on rates and work periods "established in good faith."

Mitchell To Speak

MAURICE B. MITCHELL, BAB director, will address the Advertising Club of Syracuse today (Aug. 29) on "Effective Radio Advertising for Retailers." His talk is part of the group's campaign to convince local advertisers that they should use radio as a medium.

now available

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1949-1950 Edition

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All data organized for most efficient use, alphabetically state by state, county by county, in their respective states, city by city in their respective counties, covering the whole U.S.A., the U. S. Possessions and Territories, Canada, Philippines.

You'll have to *see* and *use* the 1949-1950 CONSUMER MARKETS to appreciate its great utility as a market research tool. It was mailed to all SRDS subscribers with the September 1 issues of the Newspaper and Radio Sections. Additional copies $5.00 each.

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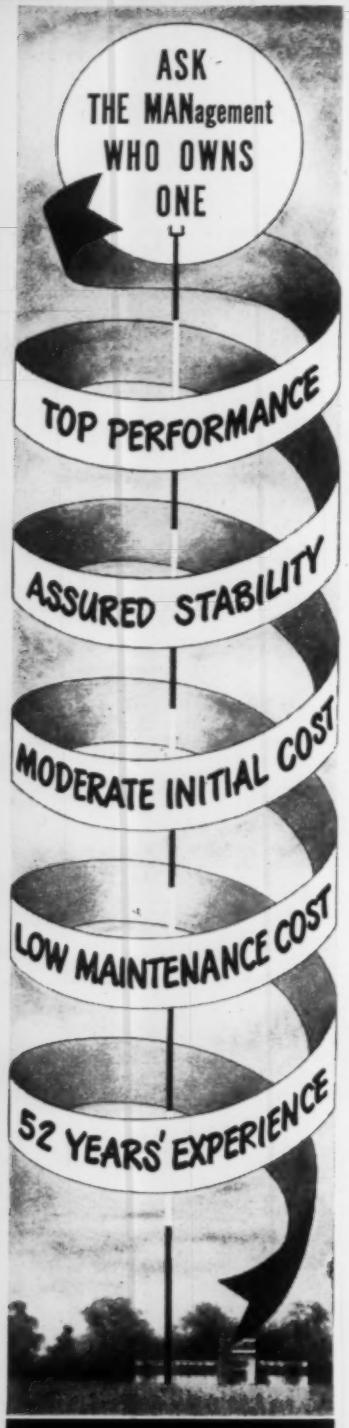

LINGO

Vertical Tubular Steel

RADIATORS

Write for Factual Data

JOHN E. LINGO & SON
CAMDEN 5, N. J.

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES) JULY 17-23

Current Rank	Previous Rank	Program	NIELSEN-RATING† — Current Rating — Homes (000)	Homes %	Points Change
		EVENING, ONCE-A-WEEK			
		(AVERAGE FOR ALL PROGRAMS)	2,160	5.5	+0.5
1	5	Walter Winchell	4,674	11.9	+3.0
2	3	Mr. Keen	4,478	11.4	+0.7
3	1	Crime Photographer	4,125	10.5	—0.2
4	2	Mr. District Attorney	4,007	10.2	—0.5
5	7	First Nighter	3,850	9.8	+1.2
6	4	Big Story	3,732	9.5	—1.0
7	11	Fat Man	3,732	9.5	+1.5
8	15	Our Miss Brooks	3,496	8.9	+1.6
9	6	This Is Your F.B.I.	3,496	8.9	+0.2
10	20	Stop The Music (4th Qtr.)	3,457	8.8	+2.3
11	37	Inner Sanctum	3,300	8.4	+3.1
12	19	Philip Morris-Horace Heidt	3,260	8.3	+1.7
13	29	Break the Bank	3,182	8.1	+2.2
14	27	Stop the Music (3rd Qtr.)	3,142	8.0	+2.0
15	9	Curtain Time	3,142	8.0	—0.3
16	18	Mr. & Mrs. North	3,142	8.0	+1.4
17	16	Mystery Theater	3,103	7.9	+0.7
18	39	Call The Police	3,025	7.7	+2.7
19	25	Adventures of Sam Spade	2,985	7.6	+1.3
20	12	Mr. Chameleon	2,946	7.5	—0.5
		EVENING, MULTI-WEEKLY			
		(AVERAGE FOR ALL PROGRAMS)	1,178	3.0	+0.2
1	2	Lone Ranger	2,475	6.3	+0.6
2	1	Counter-Spy	2,121	5.4	—0.3
3	3	Supper Club	1,532	3.9	—0.3
		WEEKDAY			
		(AVERAGE FOR ALL PROGRAMS)	1,964	5.0	+0.4
1	1	Arthur Godfrey (Liggett & Myers)	3,653	9.3	+1.1
2	8	Wendy Warren	2,985	7.6	+1.5
3	3	Right to Happiness	2,985	7.6	+0.1
4	4	Arthur Godfrey (Nabisco)	2,946	7.5	+0.9
5	18	Aunt Jenny	2,868	7.3	+1.6
6	12	My True Story (Libby)	2,868	7.3	+1.3
7	5	Backstage Wife	2,789	7.1	+0.5
8	2	Pepper Young's Family	2,789	7.1	—0.8
9	6	Young Widder Brown	2,750	7.0	+0.4
10	19	Arthur Godfrey (Gold Seal)	2,750	7.0	+1.3
11	14	Stella Dallas	2,750	7.0	+1.1
12	22	My True Story (Sterling)	2,750	7.0	+1.4
13	10	Ma Perkins (CBS)	2,710	6.9	+0.9
14	20	When A Girl Marries	2,632	6.7	+1.0
15	9	Our Gal Sunday	2,593	6.6	+0.5
		DAY, SATURDAY			
		(AVERAGE FOR ALL PROGRAMS)	2,160	5.5	+0.2
1	1	Armstrong Theater	3,103	7.9	—0.4
2	2	Grand Central Station	2,946	7.5	—0.6
3	3	Stars Over Hollywood	2,750	7.0	—0.7
		DAY, SUNDAY			
		(AVERAGE FOR ALL PROGRAMS)	1,061	2.7	+0.6
1	1	House of Mystery	2,868	7.3	+2.5
2	3	Choraliers	1,493	3.8	+1.8
3	8	Mr. Fix-It	1,453	3.7	+2.2

NOTE: NUMBER OF HOMES IS OBTAINED BY APPLYING THE "NIELSEN-RATING" (%) TO 39,281,000—THE 1949 ESTIMATE OF TOTAL UNITED STATES RADIO HOMES.
(†) HOMES REACHED DURING ALL OR ANY PART OF THE PROGRAM, EXCEPT FOR HOMES LISTENING ONLY 1 TO 5 MINUTES.
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CANADIAN AM

Changes Granted by CAB

POWER INCREASES were allowed a number of Canadian AM stations at recent meeting of CBC board of governors at Montreal, CBC has announced at Ottawa. CBC board deferred power increases and requests for new stations in Newfoundland and denied a number of applications for new stations in other parts of Canada.

Power increases allowed were to CJGX Yorkton, from 1 kw on 940 kc to 5 kw day and 1 kw night on 940 kc; to CKY Winnipeg, from 1 kw on 1080 kc to 5 kw on same frequency with directional antenna; to CKNW New Westminster, from 1 kw day and 250 w night on 1320 kc to 1 kw day and night, with nighttime directional antenna on same frequency.

A change in frequency was allowed CHWK Chilliwack, from 1340 kc to 1230 kc with 250 w, and to CFPL-FM from Channel 228 (93.5 mc) to Channel 240 (95.9 mc).

CKRD Red Deer was recommended for a public commercial license to allow the station to handle messages for isolated areas to which no other means of electrical communication is available, from midnight to noon local time, with minimum disturbance to its broadcasting schedule.

AFRA MEETS

Convention Held in S. F.

GROWING movement toward closer affiliation among entertainment unions developed last week among the 175 delegates attending the 10th annual convention of AFRA at the Palace Hotel, San Francisco.

As the four-day convention opened Thursday, a wide split on the question of television unionizing had developed with some delegates favoring creation of a new union supported by AFRA. It would have jurisdiction over the video field. Others, especially those in favor of closer union relationship, urged expansion of AFRA into the TV field. Talent working exclusively in TV advocated the latter idea and traced low pay in TV at least partially to lack of interest by other AFRA members.

Answering this stand, those favoring broadening of AFRA into TV replied that the union always has been interested in raising the wage scales of television but so far the union has been powerless in attempting to organize the TV field.

Bill Thompson, character actor and AFRA board member, said in a pre-convention interview that he is forced to belong to several unions. These include the American Federation of Musicians because he sometimes does a bagpipe gag routine. "I pay dues to all these unions," he said. "It would seem to be to the advantage of all entertainers if these various entertainment unions could come to an agreement whereby membership in one carried privileges in all."

The convention agenda included such topics as regional transcription rates and tape recording rates, dual control jurisdiction and political activity for Taft-Hartley repeal.

An evening session Thursday, following a dinner meeting of the national board, was devoted to appointment of convention officers and committees and a report of the Credentials Committee.

WDYX—FM
12,000 WATTS
DUPLICATION

—WORD—
OF
SPARTANBURG

ABC
SERVING THE HEART OF THE PIEDMONT CAROLINAS

Programs

'MA PERKINS'
Now Aired on Columbia LPs

CBS network soap opera, *Ma Perkins*, sponsored by Procter & Gamble for Oxydol, is now aired via Columbia LP microgroove transcriptions on 25 non-CBS stations in addition to its live network broadcast schedule.

The transcriptions permit up to 20 minutes of program per side on a 12-inch disc as against 15 minutes per side on a 16-inch standard broadcast transcription. *Ma Perkins* is said to be the first radio series to be made available in this form.

MUSICAL SALUTE
For Stations' Air Debuts

ASSOCIATED Program Service, New York, is providing an hour-long musical salute to station and community for station subscribers going on the air for the first time. Congratulatory wires from APS talent are incorporated into the script and signed glossies are forwarded for display purposes.

The firm's initial salute was for the opening Aug. 16 of KBKW Aberdeen, Wash., and was recorded in cooperation with Ben K. Weatherwax, station president and general manager [BROADCASTING, Aug. 15].

Ernie on the Spot

A COMPARATIVELY routine assignment turned out to be anything but routine for Special Events Chief Ernie Kovacs of WTTM, NBC outlet in Trenton, N. J. Mr. Kovacs arrived at the Diamond Brothers Furniture Co. in nearby Hightstown, N. J., to tape record a description of the ins and outs of furniture making. As he was setting up his equipment the factory caught fire. Mr. Kovacs recorded flame by flame description of the half-million dollar disaster and raced back to the WTTM studios where it was put on the air while the flames were still raging.

DISCS pressed by Mexican artists, interspersed with information on Mexico's tourist attractions and interviews with people who have visited country, form format of *Let's Go to Mexico*, aired over WJXN Jackson, Miss. Program is sponsored by VFW, Jackson and Tourist Commission of Mexican Government. Show also features "Goodwill Ambassador" contest in which listeners write short essays on "Why I would like to go to Mexico as Goodwill Ambassador from Jackson and the VFW." Winner will be sent to Mexico by VFW as guest of Mexican Tourist Div.

It's Done With Mirrors

HOW to make small rooms look larger or give spacious homes an air of elegance through the use of mirrored furniture was explained and demonstrated Tuesday night (Aug. 23) on *Meet Mrs. Markel*, featuring Hazel Kenyon Markel, over WTTG (TV) Washington. Bedroom and living room mirrored furnishings, designed and manufactured by I. Schwartz Glass & Mirror Co., New York, were featured on show through cooperation of Mayer & Co., Washington furniture firm, local Schwartz dealer. John Ellis of Mayer & Co. appeared with Mrs. Markel on video show and explained design and use of furniture.

Medical Discussions

PANEL DISCUSSION given by specialists in specific disease is weekly feature on WTTT Coral Gables, Fla. Moderator for series is Irving Bernstein, Ph.D., and doctors are chosen from Dade County Medical Assn. No curative advice is offered on program and content is kept in language easily understood by laymen. Topics such as allergies, polio, cancer, tuberculosis and common colds are discussed.

Historical Series

LETTERS written by Benedict Arnold and George Washington, reports from Columbus and Nathanael Greene, and journal of exploration through Ohio and Southern Michigan are some of the documents to be used as basis of new series, *Treasures off the Shelf*, on WUOM (FM), U. of Michigan station, Ann Arbor. Shows have dramatic format built around historical significance of documents and educational objective aiming to recreate total historical picture at time manuscripts were written. Series will begin second week in October and will be supplemented by exhibits in university's Clements Library.

Unique Quiz Format

USING hand painted background of Churchill Downs, *Sweepstakes Quiz* has been added to program roster of WAVE-TV Louisville. Show incorporates moving miniature horses on scoreboard giving relative positions of six studio contestants. Home viewers have opportunity to win prizes by identifying personality from portions of jigsaw picture shown on screen.

Farm Calendar

AGRICULTURAL authorities, county agents and farm personalities are featured on Monday through Friday *Farm Calendar* show over WJPS Evansville, Ind. Guests offer vital information concerning weather and crop conditions to Indiana, Illinois and Kentucky farmers, enhancing station's coverage of Tri-State farm activities on regular noontime daily *Farm Hour*. *Farm Calendar* is presented in cooperation with local dealers of International Harvester Co.

Selling Homes

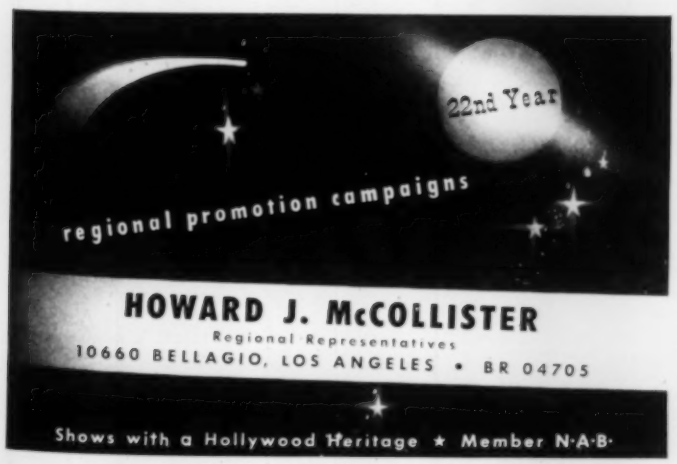
TIME on *Kathi Norris Show* over WABD (TV) New York has been purchased by Elberon Village, Elberon, N. J., for advertisement of low-priced homes. Commercials urge viewers to go out to houses and receive free tickets good for one day at beach for entire family offered to prospective buyers. Supplementing TV effort are spot announcements on WCAP Asbury Park, N. J. and WVNJ Newark.

Choosing Bands

FOUR WEEK CONTEST, during which listeners will write letters explaining why a certain popular band is their favorite, is being planned by WTIC Hartford, Conn. First week of daily half-hour programs will be "showcase" presentations through which audience may sample recorded wares of 30 different aggregations. Following weeks will feature one band each day on basis of votes received in letters after first week's airing. "New England's choice for No. 1 spot" among top 15 bands will be announced on final day. Prizes are planned for listeners who write most convincing letters. Contest will begin Sept. 5.

Explaining TV

IN EFFORT to stimulate educational interest in television, WTVJ (TV) Miami, Fla., has inaugurated feature called *TV Forum*. Program will be headed by Dr. Sydney Head, radio and television director of U. of Miami. Panel will include two WTVJ officials, one representative of television dealers and one viewer. Portion of program is spent in answering letters and phone calls from set owners.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BROADCASTING • TELECASTING
Nat'l Press Bldg., Wash., D. C.

August 22 Decisions . . .

BY THE SECRETARY

WCOV & WCOV-FM Montgomery, Ala., WGWD Gadsden, Ala., WGWC Selma, Ala.—Granted consent to involutary assignment of CP and license to First National Bank of Montgomery and Margaret Covington Millwee as executors of estate of G. W. Covington Jr., deceased.

WEVR Troy, N. Y.—Granted license new FM noncommercial educational station; (91.3 mc) Channel 217 400 w minus 240 ft.

WMBR-TV Jacksonville, Fla. — Granted mod. CP change type trans.; ant. to 440 ft.

WDAS Philadelphia—Granted CP install new vertical ant. and mount FM ant. on AM tower and change trans. location.

Following were granted mod. CP's for extension of completion dates as shown: WVMI Biloxi, Miss. to 3-14-50; WTIM Taylorville, Ill., to 10-15-49; KHSL Chico, Calif. to 3-21-50; WPRA Mayaguez, P.R. to 11-19-49; WEEU Reading, Pa., to 10-1-49; WLIN-FM Merrill, Wis., to 11-18-49; WAUX-FM Waukesha, Wis., to 4-1-50; WMFD-FM Wilmington, N. C., to 12-1-49; WBAB-FM Atlantic City, N. J., to 3-15-50; WRVC Norfolk, Va., to 3-15-50; KTSA-FM San Antonio, Tex. to 3-9-50; WMBR-FM Jacksonville, Fla., to 11-15-49; WGOR Ft Lauderdale, Fla. to 1-15-50; WHB-FM Kansas City, Mo. to 3-13-50; KGKB-FM Tyler, Tex. to 3-14-50; KXEL-FM Waterloo, Iowa, to 2-22-50; WWLH New Orleans, La. to 3-16-50; WJBC-FM Bloomington, Ill., to 3-14-50; WJNO-FM West Palm Beach, Fla., to 12-6-49.

WJFR Caguas, P. R.—Granted mod. CP to change type trans. approval of ant. and trans. location and change studio location.

WKAM Warsaw, Ind.—Granted mod. of CP to change type trans.

WGIG Brunswick, Ga.—Granted license new AM station; 1440 kc 1 kw unl. DA-N.

KROG Sonora, Calif.—Granted license new AM station; 1450 kc 250 w unl.

WKRT Cortland, N. Y.—Granted license covering change in hours of operation, change in power and install DA-N.

WDKD Kingstree, S. C.—Granted license new AM station; 1300 kc 1 kw D.

WCOR Lebanon, Tenn.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

WPCF Panama City, Fla.—Granted mod. CP to change type trans. approval of ant. and trans. location, and specify studio location.

The Blue Valley Co. Area Independence, Mo.—Granted license for remote pickup KA-3820.

WTNJ Trenton, N. J.—Granted CP make changes in trans. equipment.

WOR-TV New York—Granted mod. CP for extension of completion date to 2-15-50.

WIND Chicago—Granted CP to install alternate main trans. at present site of main trans. to be operated on 560 kc 5 kw DA-DN.

Lamar A. Newcomb Area Falls Church, Va.—Granted CP and license for new remote pickup KA-3939.

August 22 Applications . . .

ACCEPTED FOR FILING

License Renewal

WWL New Orleans—Request for renewal of license.

Modification of CP

WIBC Indianapolis, Ind.—Mod. CP new AM station to increase power etc. for extension of completion date.

Mod CP new FM station for extension of completion date: WRGK Brookfield, Ill.; WROK-FM Rockford, Ill.

WSPA-FM Spartanburg, S. C.—Mod. CP new FM station to change ERP to 4.9 kw, ant. to 515 ft.

License for CP

KWK-FM St. Louis, Mo.—License to cover CP new FM station.

IRE Unit To Meet

A TECHNICAL conference on antennas will be held by the Kansas City Section of the Institute of Radio Engineers Oct. 28-29 at the President Hotel, Kansas City, Mo., it was announced last week. Papers by noted engineers will be offered, followed by discussion periods on AM, FM, TV and microwave antennas.

ACTIONS OF THE FCC

AUGUST 19 to AUGUST 26

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.

August 23 Decisions . . .

ACTIONS ON MOTIONS

WGBG Greensboro, N. C.—Dismissed without prejudice application for CP to change to 950 kc 1 kw unl. DA-DN.

WISE Asheville, N. C.—Amended application to reduce daytime power from 10 kw to 1 kw and show revised financial data.

KTSM San Antonio, Tex.—Granted leave to intervene in hearing on applications of KPAS Banning, Calif., and KREO Indio, Calif.

WMMW Meriden, Conn.—Dismissed without prejudice application for CP to change hours of operation from D to unl. DA-N.

FCC Acting General Counsel—Granted petition for extended time to file reply to exceptions to Initial Decision in re Atlantic Bcstg. Co. Inc. WHOM Jersey City, N. J.; to Aug. 29.

Gila Bcstg. Co., Winslow, Ariz.—Amended application to change designs of DA proposed and other technical data; removed application from hearing docket. By Examiner Resnick.

WJOC Jamestown, N. Y.—Granted continued hearing on application for CP from Aug. 22 to Sept. 14. By Examiner Resnick.

FCC Acting General Counsel—Granted extension of time to submit proposed findings of fact re Port Frere Bcstg. Co., Inc. WTUX Wilmington, Del. to and including Sept. 19. By Examiner Blume.

KPMO Pomona, Calif.—Extended time in which proposed findings in matter of renewal of license of KPMO and voluntary assignment of license may be filed, to and including Oct. 1. By Examiner Blume.

Pomona Bcstrs. Pomona, Calif.—Granted continued hearing re application and that of Pasadena, Presbyterian Church, KPPC Pasadena, Calif. from Aug. 22 to Sept. 22. By Examiner Cooper.

Radio Modesto Inc., Modesto, Calif.—Granted amendment to application to specify a trans. site on Adams Ave. northeast Modesto city limits. By Examiner Cunningham.

WBUD Morrisville, Pa.—Amended application from 1260 kc 5 kw to 1260 kc 1 kw unl. and change location of main studio from Morrisville, Pa. to Trenton, N. J. continued hearing re application of WBUD and WTNJ Trenton, N. J. from Aug. 30 to Sept. 14. By Examiner Cunningham.

August 23 Applications . . .

ACCEPTED FOR FILING

License for CP

WOSC Fulton, N. Y.—License to cover CP new AM station.

Modification of CP

Mod. CP new AM station for extension of completion date: KBRS Springdale, Ark.; KERG Eugene, Ore.

WERC Erie, Pa.—Mod. CP new AM station to increase power from 5 kw-D 1 kw-N to 5 kw unl.

AM—630 kc

WQAN Scranton, Pa.—CP to change from 910 kc 250 w ST to 1240 kc 1 kw-D 500 w-N AMENDED to request 630 kc 500 w D.

AM—1190 kc

KLIF Oak Cliff, Tex.—CP to change from 1190 kc 1 kw D to 1190 kc 10 kw-D 1 kw-N AMENDED to request 1190 kc 1 kw unl.

Modification of CP

Mod. CP new FM station for extension of completion date: WFMZ Allentown, Pa.; WMRI Marion, Ind.; WKAP-FM Allentown, Pa.

License for CP

WSNJ Bridgeton, N. J.—License for CP new FM station.

License Renewal

WEEI-FM Boston, Mass.—Request for license renewal.

Modification of CP

Mod. CP new commercial TV station for extension of completion date: WMAL-TV Washington, D. C.; WAVE-TV Louisville, Ky.; KNBH Los Angeles; WBAL-TV Baltimore.

TENDERED FOR FILING

AM—1300 kc

KMMO Marshall, Mo.—CP to change from 1300 kc 500 w D to 1300 kc 500 w-D 100w-N unl.

(Continued on page 75)

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Commercial manager and salesman for major net affiliate in eastern Pennsylvania metropolitan market. Box 392c, BROADCASTING.

Salesmen

Salesman for 5 kw network outlet in prosperous midwest market. Must be experienced, civic-minded and willing to settle in one of America's finest communities. Send particulars and photo to Box 801B, BROADCASTING. Replies held confidential.

Wanted—Advertising salesman for regional daytime station on Texas gulf coast. Must be Texan with at least three years radio experience. Guarantee plus commission. Box 244c, BROADCASTING.

Salesmen—If you can sell radio intelligently and aren't afraid of work, a progressive station in a pleasant, prosperous New England city can use you. A good living for a man who can produce. Full details and picture to Box 295c. BROADCASTING.

Salesman—Experienced, steady and productive who can do play-by-play sports. Salary and commission. Location south Atlantic seaboard. Box 306c, BROADCASTING.

Announcers

Wanted—Morning man with a personality. If you have the know how to get an early morning audience, appreciate good music, have a keen sense of humor without being a comedian and the ability to dig up interesting news and information, you can qualify for an opening on a large eastern station. Write immediately. Box 400c. BROADCASTING.

Helena, Montana requires combination men at new station. $250. Send qualifications and disc in first letter to KFDW, Box 592, Helena.

Wanted—Announcer, experienced, ad-lib and reading news. Fifty dollars per week. Send photo, education, experience, references, full information, first letter. Adkisson, KOKX, Keokuk, Iowa.

Technical

Junior partner wanted with about $2000 to invest for filing for CP in east-midwest area 250 local. Engineers only answer. Box 377c, BROADCASTING.

Situations Wanted

Managerial

Manager—Twenty years of experience fully substantiated by proven record and references. Excellent relationship with national timebuyers. Sound knowledge of local sales problems. Practical knowledge of all department operations. Married, hard working, strictly sober and experience wise. Can bring your station community leadership and assure profitable operation. Box 263B, BROADCASTING.

Independent station owners cut your operating expenses, increase your income by hiring one man to fill position of general manager, commercial manager, and program director. Educated, aggressive, 12 years of practical experience all phases radio. Box 337c, BROADCASTING.

What good station would like well seasoned manager, who knows sales, programming, continuity and announcing and who has a pleasing personality that builds business and is community conscious? Sober, reliable. Excellent reason for leaving present managerial position. Box 347c, BROADCASTING.

Radio exec terminating seven years association-twelve years in radio sales and management. Desires permanent position with eventual ownership participation as manager or manager-sales-manager combination. Willing to go anywhere. Replies in strictest confidence. Box 399c, BROADCASTING.

Situations Wanted (Cont'd)

4 in 1—Manager, salesman, program director, announcer—4 jobs—1 salary. Seven years experience. Box 371c, BROADCASTING.

Manager experienced in all phases of radio. Hold first phone license, experienced as announcer, chief engineer, program director, at present working as assistant manager. H. T. Duke, WDEC, Americus, Georgia.

Salesmen

Interested southwest. Available two weeks. No bragging build up of self. Just good hard worker—sales, remotes, interviews, announcing, programming, kiddie show and general all-round man. Married. Salary must be good. Come well recommended from present job. Box 365c, BROADCASTING.

Program-production director with extensive sales experience and national reputation in programming. Must be progressive, big-market station willing to pay $150 weekly or more for top Hoopers and original sell-able programs and ideas. Copyrighted programs used on better stations coast to coast. If you want one of America's outstanding young radio executives. Box 374c, BROADCASTING.

Announcers

Need loyalty? Devotion and talent? Presently ensconced in a metropolitan N. Y. station. One top mail pull, solidly selling D. J. who's versatility is his pride. From church program to a band remote in one minute. Married, 3 children, college grad. Console operation as fast as anyone. New York, Connecticut, New Jersey, fans galore. Like the big town. Want to stay in vicinity. Mentions in all top columns and trade papers. Box 137c, BROADCASTING.

Experienced, play-by-play sports announcer. Seven years experience all sports. Also experienced staff man heavy news and news editing. College graduate desires permanency with future. Box 168c, BROADCASTING.

Reliable, loyal university graduate. Serious-minded. Write copy. Knows console. Need job. Anywhere. Disc, copy, photograph ready. Write Box 176c, BROADCASTING.

Sportscaster wants football games. Experienced, capable, good sports reputation. Prefer season, will take single games. Box 216c, BROADCASTING.

Experienced announcer. Staff, sports play-by-play. Available immediately. Box 245c, BROADCASTING.

Announcer-copywriter, two years experience, live, resonant voice. Single, sober, 25. Will travel. Box 246c, BROADCASTING.

Announcing-sales. Experienced. Best references. Progressive station desired. Photo, disc on request. Box 253c, BROADCASTING.

Announcer, experienced, ambitious, desires change. Disc and particulars upon request. Box 263c, BROADCASTING.

Announcer. College voice major, sell, write, sports, 23, excellent speaking, singing voice. Midwest station where all talent can be utilized. Box 282c, BROADCASTING.

Experienced announcer, emphasis on news. Wants position with progressive station Rocky Mountain area or west. Box 284c, BROADCASTING.

Announcer—Presently unsatisfactorily employed. Desire pleasant work. Liveable wage. University radio graduate. Newspaper experience. Year general announcing. Emphasis on sports, classical music, editing and airing news. Box 307c, BROADCASTING.

Situations Wanted (Cont'd)

Newscaster—Age 30, veteran, unencumbered, 3 years experience. Desire change. Disc and particulars on request. Box 308c, BROADCASTING.

Announcer, single, versatile, dependable. Graduate leading Chicago radio college. Box 314c, BROADCASTING.

Who will give a married veteran his first radio job? Hard working, dependable, intelligent. Sports, play-by-play, specialty, news, copy, adlib. Graduate radio school, references, disc. Box 316c, BROADCASTING.

Frankly, gentlemen, I'm a terrific commercial announcer. Information waits. Write. Box 32.c. BROADCASTING.

Ice hockey play-by-play sportscaster, experienced in news, commercials, platter shows, control board, desires position with sportsminded station. Available for coming hockey season. Box 333c, BROADCASTING.

Announcer—available Labor Day. Some experience. Friendly, resonant voice. Will travel. Capable writer. Disc, details. Box 338c. BROADCASTING.

Topnotch announcer, versatile, five years experience, production-wise, former program director. Interested in large network station only. Box 339c, BROADCASTING.

Young, 19, graduate of reputable announcing school. Anxious to connect with station in east, preferably western Pennsylvania. Good references. Box 342c, BROADCASTING.

Combination announcer-engineer. Good voice, 16 months experience in 1 kw station. Prefer midwest. Employed at present. Box 343c. BROADCASTING.

Announcer. Single, 25, veteran, college, sober and cooperative. Radio school graduate only, but eager to learn. Needs opportunity and not just for the paycheck. Travel anywhere. Can you help me? Box 344c, BROADCASTING.

Announcer, two years experience. Married, sober, 25. Prefer Florida or coastal city. Will consider other locations. Board, news, disc. Good commercial delivery, adlib or straight. Now employed, 2 weeks notice. Box 346c. BROADCASTING.

First class announcer desires staff position in Florida. Three years experience. Can write copy if necessary. Married. Disc on request. Box 353c, BROADCASTING.

Announcer-engineer, married, wants combo work. Experienced. Prefer southwest. All considered. Box 354c, BROADCASTING.

Need a good, versatile announcer? Excellent script writer. Married, 25. Sports authority and my specialty is describing fast moving action. Toots in football. Would like to learn selling. Box 357c. BROADCASTING.

Announcer-writer. Young. Heavy experience in sports, play-by-play, news, disc shows and general production. College. Box 358c. BROADCASTING.

Experienced announcer-writer, 24, married, veteran. Presently employed network station. Operate board. Top references. Dependable, educated. Box 360c. BROADCASTING.

Newsman with three years metropolitan newspaper and radio experience seeking newscasting and reporting berth. Twenty six, single, can travel. Write Box 355c, BROADCASTING.

Play-by-play sportscaster available for start of football season. Thoroughly experienced in college football and basketball. Be glad to forward air checks of play-by-play if interested. Seven years in radio. Presently employed. College graduate. Box 364c, BROADCASTING.

Sports announcer. Ten years play-by-play, sportscasting, major markets. Box 370c. BROADCASTING.

Announcer, single, 22. One year experience. Well employed at 250 watt Mutual affiliate but desire change. College education, best references. Box 378c, BROADCASTING.

Don't look further. Announcer, single, 24, thoroughly trained both announcing and writing, car, travel anywhere. Box 380c, BROADCASTING.

Announcer. Radio school graduate. Limited experience on small station. Disc and particulars on request. Box 382c, ROADCASTING.

Announceer—1½ years experience. Married veteran, college graduate. Seeking permanent location. Good references. Disc, photo on request. Box 384c, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—26, single, graduate of leading announcers school. Radio City. Handle classical music, news, etc. Former salesman, willing to sell time. Knows console, disc, photo available. Box 386c. BROADCASTING.

Experienced announcer; good straight announcing, news record shows, all type shows, musician, operate console, single, willing to travel, available immediately. Box 389c, BROADCASTING.

Network announcer-producer desires position on metropolitan station in northeast. 7 years experience AM and TV. Available October 1. Box 391c, BROADCASTING.

Announcer—Must relocate. Moderate experience, can write copy. Box 393c, BROADCASTING.

Announcer—One year in the industry, good references, conditions require relocating in northeast. Box 395c, BROADCASTING.

Radio-television graduate announcer-leading radio school; 5 months training program direction-production for television. Desires permanent position livewire station in south. Preferably Florida. Married. Will consider on-the-job training. Disc on request. Box 396c. BROADCASTING.

Football—Looking for a sports man? Experienced college, high school play-by-play. Sober, dependable, excellent references. Write 12 Mira Mar Avenue, Long Beach, California.

Announcer now summer replacement CBS staff New York. Ten years experience from 250 to 50 kw. News, special events, record, morning and audience shows. Warm, human selling style. Have been program director, production manager, continuity chief and news editor. During war was radio correspondent after State Department requested release from Army Intelligence. After war, narrated "Transatlantic Call" and "Radio Newsreel" for BBC in London. Excellent references. Age thirty, married, two children. Available now or in October. Bill Bradley, Network Operations, CBS, 485 Madison Ave., New York.

Announcers, newscasters, copywriters, all thoroughly trained graduates of topflight radio school. Available at once. Write Columbia Institute, 9th & Chestnut, Philadelphia, Pa.

Combination announcer-engineer. Twenty-one months announcing and technical school, year and one-half station experience. Prefer midwest. $60. Hoesly, 1222-A Oak, K. C., Mo.

Announcers—Early morning men. Well trained in all-round announcing. Starting $40.00 to $50.00. Pathfinder School of Radio, 1222A Oak St., Kansas City, Mo. Ha-0473.

Announcer, 29, single, 2½ years experience. AB Degree in Speech. David Shelley, 514 W. 6th St., Bloomington, Indiana.

Station going CBS, no time for sports. Topflight baseball ANNR available, also college football, national tournament basketball experience. Two daily sports shows. Best of references, including manager of this station. Disc and photo or personal interview if desired. Bill Snyder, Sports Director, WTHI, Terre Haute, Ind.

Technical

Chief engineer. Experienced all phases AM and FM. 29, married, one child. Want position where hardworking ambitious man can get ahead. Box 68c, BROADCASTING.

Engineer—10 years experience, license degree. Box 261c, BROADCASTING.

Engineer. Experienced five kilowatt, reliable, car. Desires position in northeast. Box 285c, BROADCASTING.

Engineer desires position. Experienced in control, transmitter and remote operation, etc. Also hold telegraph and amateur tickets. Will go anywhere but prefer Texas area. Box 286c, BROADCASTING.

Engineer, staff consultant or technical administrative work. Consulting experience. Box 287c. BROADCASTING.

Is there an opportunity for a married veteran in your station? Intelligent, dependable, conscientious. Control board operator-announcer. Specialty, Play-by-play. Resume, disc on request. Box 315c. BROADCASTING.

Engineer, 20 months transmitter experience. Graduate RCA Institute. Available two weeks notice. Box 322c. BROADCASTING.

XUM

Situations Wanted (Cont'd)

Combination engineer-announcer. First phone. 9 months experience. MBS affiliate. Experience all phases of announcing. Available upon two weeks notice to present employer. All offers considered. Box 348c, BROADCASTING.

First phone vet desires position in station. Technical courses in radio maintenance, communications, television. Single, have car. Box 349c, BROADCASTING.

Topnotch combination man. All-round ability. First class license, first class announcer. Best on sports. Two seasons baseball, one season football experience. Would be an asset to progressive sportsminded station. Box 366c, BROADCASTING.

Must leave damp climate for health's sake. Interested in Rocky Mountain and western states. Presently employed as chief engineer in 1000 watt daytimer. Box 361c, BROADCASTING.

Florida stations attention. Chief engineer, now employed as chief in Florida desires change to bus nesslike, financially stable station; or build and put your new station on air. Excellent all-round man. A-1 technically and familiar all phases station operation. Personal interview. Box 362c, BROADCASTING.

First class radio telephone operator desires position with radio station. Willing to learn. Box 381c, BROADCASTING.

Wanted—Position. 1st class phone license. Graduate leading radio school. Married, veteran. Will travel. Box 382c, BROADCASTING.

Engineer, first phone, 33 months broadcast transmitter, console, recording and remotes plus year of mobile FM. Desire DA or high power FM with station planning TV. Sober, reliable veteran, age 31, car. Box 388c, BROADCASTING.

Engineer—Experienced, available immediately wants permanent position. Box 394c, BROADCASTING.

First phone—2 years radio and TV schooling, experienced serviceman, 2½ months commercial experience on 250 watt AM, 1000 watt FM, recording, playbacks. Age 32, car, married, fine voice and diction. Can operate as combination man with little practice. Will answer all replies. Box 398c, BROADCASTING.

Engineers available. All with first phone. Complete training in operating a fully equipped broadcast studio, disc training and all phases of broadcast engineering, including building and repairing broadcast transmitters. Any location considered. Station managers are well pleased with Cook's graduates. Wire or write furnishing full information. Cook's Radio School, 2933 N. State St., Jackson, Mississippi.

Engineer, 2 years experience. Experienced transmitter, control room and remotes. Single, age 23. Desires position anywhere in south. Available immediately. James Ellzey, Rt. 4, Tylertown, Miss.

Engineer with first phone license and eight months experience desires employment in northeastern part of the United States. Contact Edward Gere, 27 St. James Ave., Woodbridge, N. J.

Young man, 1st phone, married, reliable, sober, desires permanent position with future. Experienced remotes, transmitter operator, maintenance. Available end of September. Kenneth Kitchen, 1802 Woodside Ave., Baltimore 27, Maryland.

First class phone license. Vet, 25 willing to travel. Have car. James Turner, 6609 Avenue T, Brooklyn 23, New York.

Production-Programming, others

Station manager's enthusiastic letter tells my story. Journalism grad. 250 experience, report, write, edit, broadcast news. Box 617B, BROADCASTING.

Capable, college educated, well-recommended young woman experienced in traffic and copy. Wants responsible position in Washington, D. C. station. Box 795B, BROADCASTING.

News editor, announcer. Experienced play-by-play sports announcer. Excellent newscaster. College graduate, married. Desire permanent connection with future. Box 167c, BROADCASTING.

Situations Wanted (Cont'd)

15 years all phases of music experience, 3 years advertising agency account executive. Can produce live, record or transcribed music programs. Will write continuity. Can do direct contact work and promotion on the sale of these programs. Will consider any location. Available immediately. Box 247c, BROADCASTING.

Programming, production, administration, all are program director responsibilities. I can deliver the aforementioned plus plenty of air ability. Write immediately. Box 276c, BROADCASTING.

Young family man, presently employed at five thousand watter. Experienced in commercial copy, script writing, dramatic production and promotion—both AM and TV. Willing to announce. Desire position having bright future with progressive station. Excellent references. Detailed information on request. Box 330c, BROADCASTING.

Program director, fifteen years all phases radio both business and production. Box 352c, BROADCASTING.

Newsman experienced, now state radio editor leading press association. Trained and experienced in gathering, writing,editing and voicing news. College, veteran and good recommendations. Wants news editing and casting in city over 50 thousand population. Also writes selling ad copy, continuity. Some announcing. Write Box 335c, BROADCASTING.

Looking for the opening. Continuity, copy with a twist. Some announcing. Looking for a career. Salary secondary but wife has to eat. Young. Personable. Eager. College graduate. Will work anywhere. Box 336c, BROADCASTING.

Program director, experienced. Wants job with progressive station. Will travel. Box 351c, BROADCASTING.

Young man experienced in programming and continuity writing desires position with good station. Prefer west, but will go anywhere. Presently employed, seeking advancement. References. Box 369c, BROADCASTING.

Northeastern stations—Are you willing to pay for initiative and intelligence plus practical experience? Then I'm the girl for you. Ambitious copywriter, employed, 23, college graduate, can do airwork, write news, supervise. Highest references. Employment need not be immediate. Box 372c, BROADCASTING.

Program-production director with extensive sales experience and national reputation in programming. Must be progressive, big-market station willing to pay $150 weekly or more for top Hoopers and original sell-able programs and ideas. Copyrighted programs used on better stations coast to coast. If you want one of America's outstanding young radio executives. Box 373c, BROADCASTING.

Seeking sales promoting commercial copy? Check this. Two years experience with 250 and 1000 watt stations as continuity writer, receptionist, music and airtime. Best references. Upper midwest preferred, not necessary. Box 375c, BROADCASTING.

Experienced copywriter who can also gather local news and has good air voice wants position in progressive station. Prefer upper midwest. Good references. Box 379c, BROADCASTING.

Program director available immediately desires work with southwestern station. Single, two years commercial experience, university graduate, dependable. Experience writing copy and board operation. Write Box 1017, or phone 1358, Greenville, Texas.

Newsman-announcer, DJ, run panel. Single, 24, state university AB in radio-speech, all-round small station background. Long term training, short term experience. Can do job I was trained for. Will work first month free of six month trial to prove it. Fred Baker, Pearl Rd., Strongsville, Ohio. Phone Stro. 5932.

Program director, 11 years in radio. Knows all phases. Finishing up job at the end of August. Ready to tackle good job, what have you to offer? All letters answered. Contact Ray Starr, 316 Martha St., Waterloo, Iowa.

Situations Wanted (Cont'd)

Television

Managerial

Experienced studio manager. Ten years theatre, radio, television. Continuous night club performer bookings. Produced, wrote own TV show, authored two musical comedies. TV production lecturer large midwest college. TV network experience in large metropolitan city. B.S.C. Degree in advertising. Seeking responsible position with TV station or agency. References, resume, photo upon request. Write Box 340c, BROADCASTING.

Production-Programming, others

Staging and set-building position wanted. Young college man with both radio and general construction experience. Write Box 350c, BROADCASTING.

Assistant director—Apprenticeship with network TV directors in New York. Qualified for associated duties. References. Box 385c, BROADCASTING.

Producer-director—Over two years experience in network originating station. Studio, remote, film, traffic, network coordination. All sports productions. Ability to train inexperienced personnel. Paying program ideas. Married. College. Presently employed. Full particulars, references on request. Box 397c, BROADCASTING.

For Sale

Stations

Exclusive network affiliate in midwest county seat of 20,000 population. Price, $75,000. Box 331c, BROADCASTING.

Carolina fulltime 250 watt independent exclusive in good market. Making money. $70,000. Box 332c, BROADCASTING.

Daytime station in major southwest market with great possibilities for profitable development. $115,000. Box 334c, BROADCASTING.

For sale—A 250 watt Mutual station located in the southwest; the only station in a growing area; ideal climate. Priced to sell. Box 366c, BROADCASTING.

For sale—A 250 watt fulltime independent earning more than $30,000.00 net annually. Replacement cost of physical properties in excess of $75,000.00. Will retain accounts receivable and prepaid accounts and sell this station to the first person who will pay $40,000.00 cash and give $60,000.00 note for balance. There is no reason why this station should not pay itself out in less than 3 years. Box 367c, BROADCASTING.

CORRECTION

For Sale. 5000 w. pioneer, basic network affiliate in primary metropolitan market, midsouth section. Owners want to sell to settle estate. Profit over $100,000 annually. Equipment excellent. Some terms possible, but at least $200,000 initial cash investment necessary. Harvey Malott Co., Scarritt Building, Kansas City, Missouri.

Equipment, etc.

FM equipment for sale. GE 3 kw transmitter with little use. FM monitor. 4-bay antenna and 800 feet of coax. Will sell all or transmitter separately. Excellent condition. Save money on your installation. Box 228c, BROADCASTING.

Crouse-Hinds type FOB-12, Cat. 41257C code beacon, complete with C-H motor flasher, two sets lamps, practically new, excellent condition. Best offer takes. Box 368c, BROADCASTING.

For sale—One RCA type 250E transmitter employing type 203A tubes operating Class C. 250 watt output complete with spare tubes and a few spare parts. Also one sectionalizing insulator for top-loading. For type 150 Wincharger tower, used in conjunction with choke to increase heighth of tower to ½ wave length. Best offer takes one or both. Write or wire KVCV, Redding, Calif.

For sale—General Electric FM frequency-modulation monitor type BM-1-A. Excellent condition. Radio Station KWK, St. Louis, Mo.

For Sale (Cont'd)

One, new Stainless 267 foot guyed tower designed to support RCA FM antenna. One, used Blaw-Knox 179 foot self-supporting tower. One used A-3 lighting equipment. One used RCA FM-2A super turnstile antenna. Contact Beecher Hayford, Radio Station WJHP, Jacksonville, Florida.

Will trade single channel amplifier and Presto disc recorder for three or four channel amplifier, or will sell recorder and single channel amplifier. Write, Jas. B. Childress, General Manager, WOXF, Oxford, N. C.

For sale. Hammond Novachord, walnut finish case and instrument in excellent condition, model H, serial 96, late model speaker. Little used. Price $795. WREN, Topeka, Kansas.

For sale. FM transmitter, GE 250 watt FM transmitter, GE station monitor, GE 2 doughnut antenna system, less pole. Make offer. WREN, Topeka, Kansas.

For sale. Towers. Two 200' Blaw-Knox self-supporting base insulated towers, less lighting equipment. Dismantled ready to ship. Both for $1775 F.O.B. Tonganoxie, Kansas. WREN, Topeka, Kansas.

FM Pylon-standard low band-2bay. Used two years. $1,850.00. WSGN, Birmingham, Alabama.

Wanted to Buy

Equipment, etc.

Want necessary equipment for 250 watt FM interim operation. Price must be low with terms. Box 341c, BROADCASTING.

Second-hand 1000 watt transmitter, also frequency monitor, console and auxiliary equipment. Will pay cash, but price must be realistic. Box 365c, BROADCASTING.

Wanted—Used 5, 10 or 50 kw AM transmitter. State make, model, condition and price. Box 387c, BROADCASTING.

Wanted—Complete 250 watt FM broadcast station equipment and a 175 ft. self-supporting antenna with insulators. Box 390c, BROADCASTING.

Want RCA 70c turntable, good condition. WGGA, Gainesville, Ga.

Employment Service

Baby "It's not cold here." We're sweating filling our many openings for female copywriters, TV (experienced) engineers, dee-jays, newscaster-editors, announcer-technicians. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Help Wanted

Announcers

ANNOUNCER

50 kw network affiliate in major midwest city needs topnotch commercial announcer for AM and TV, including network originations. Send background, photo and 10 or 15 minute recording with samples of news, commercial copy and adlib to Box 359c, BROADCASTING.

Production-Programming, others

National Representative

Wanted

For two jointly owned Missouri stations. Third application now on file. Give list of stations you represent and what you have to offer.

Radio Station KREI
Farmington, Missouri

Situations Wanted

NEWS SPECIALIST

Gathering—editing—broadcasting. 11 years in radio and newspapers, 3 years Texas network experience. Capable of managing a news and public relations department. Age 35. Presently employed. Contact for particulars

BOX 345c, BROADCASTING

(Continued on next page)

For Sale

Equipment, etc.

TRANSFORMERS—

3 each: Plates: Federal Telephone #F-21655-1; (pri. 200, 220, 240, 293V, 50-60 cycles; Secondary 4, 250V @ 3.5 amps; oil impregnated; metal case 27" lg. x 15-¾" WDX26-½" high; 2 mtg. holes; centers 14" x 17-¼"; twelve #8-32 screw sec. term ½" lg. 4 pri term 1-½" lg. W bushing.

Brand new. Original price $50.00 each. Make offer.

FIELD TELPHONE—

ARMY SIGNAL CORPS. EE-8 with carrying case. Good for installations, etc., Requires only two flashlight batteries for each phone and two wires between each phone. Like new. Price $8.50 each.

MASPETH TELPHONE & RADIO CORPORATION
142 Ashland Place
Brooklyn 1, N. Y.
TEL. MAin 4-2982

Miscellaneous

TIME . . . to re-program, re-organize sales department, review management details. *TIME* to increase gross income—cut operating expenses. *TIME* you consulted radio experts for the solution to your radio problems. Efficient, economical.

STATION SALES & SERVICE
Post Office Box 954 Sanford, N. C.

Schools

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America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals.

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HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

New Business

(Continued from page 10)

L. W. RAMSEY Co., Chicago, newly-appointed agency for The Kosto Co., same city, (prepared desserts), is researching radio and television for possible use in promoting Kosto puddings and lemon pie filling.

HEET GAS LINE ANTI-FREEZE, Chicago, plans TV spots for cold-weather cities starting November. Agency is Ruthrauff & Ryan, same city.

Network Accounts • • •

M & M Ltd., Newark, N. J. (candies), will sponsor *Joe DiMaggio Show* starting Sept. 17, 10 to 10:30 a.m. (EST) on CBS. Agency: Lynn Baker Inc., New York.

PHILIP MORRIS Ltd, for its cigarettes, will sponsor Allen Funt *Candid Camera* video show, replacing *Tex and Jinx preview* on CBS-TV network, starting Sept. 12. Show placed through Biow Co., New York, is to be telecast Monday 9-9:30 p.m.

F. B. WASHBURN CANDY Corp., Brockton, Mass., to sponsor one-minute participations on 8 a.m. *Yankee Network News Service,* Monday, Wednesday and Friday for 52 weeks over WNAC Boston and 26 Yankee stations. Agency is Jerome O'Leary Adv., Boston.

CHESEBROUGH MFG. Co. (Vaseline hair tonic) will sponsor telecasts of Roller Derby starting with fall season Oct. 13 or 20, Thurs., 10-10:30 p.m. on ABC-TV. Agency: McCann-Erickson, New York.

SEECK & KADE Inc., for Pertussin (cough syrup) to sponsor participations on *Nine O'clock News,* Monday, Wednesday and Friday over entire Yankee Network for 30 weeks. Agency, Erwin Wasey & Co., New York.

SIMONIZ Co., Chicago, to sponsor *World Digest* on 20 Yankee Network stations, 7:50-7:55 a.m., daily.

REGAL AMBER Brewing Co., San Francisco, Sept. 9 starts five minute weekly sports program featuring Hank Weaver on 11 ABC California stations for 39 weeks. Agency: Abbott Kimball Adv., San Francisco.

Schools (Cont'd)

Looking for WELL TRAINED MEN?

Tell us your needs! Our graduates have thorough . . . full time technical training in one of the nation's finest Radio-Electronic-Television training laboratories.

These men are high grade...have F.C.C. Licenses and are well qualified to operate and maintain Radio-Broadcast and Television equipment. Write, phone or wire:

EMPLOYMENT SERVICE,
DEFOREST'S TRAINING, INC
2533 N. Ashland Ave. Chicago 14, Ill
Phone Lincoln 9-7260

Does Alright

MURRAY ARNOLD, WIP Philadelphia program director, is a chronic whistler. While attending the recent NAB program clinic in Chicago, he was seated in the lounge of a restaurant whistling away on "Why Don't You Do Right?" A girl seated next to him, a stranger, joined in on the whistling after a few bars. At the end, they introduced themselves. She turned out to be Peggy Lee, vocalist who recorded "Why Don't You Do Right?"

Feature

(Continued from page 8)

ing for both white and colored low income groups, prompted a public meeting of property owners who organized themselves as the Property Owners' Association. WBIG broadcast the 45-minute meeting as a public service feature. The association proposed that its members appear at a regular City Council meeting on Aug. 9 to ask for rent control removal.

With the battle lines drawn, control or decontrol became a highly controversial issue in the city of Greensboro. Keeping abreast of the dispute, made clear by Mr. Jones' leadership, WBIG offered free use of its facilities to the North Carolina Assn. of Realtors, the Greensboro Real Estate Board and the Property Owners' Association to present their point of view to the public. Invitations, however, were not accepted.

On the day of the Aug. 9 council meeting, Bob Jones asked his listeners to attend or, if unable to be there, send a telegram expressing their views. Again his plea was heeded. More than 225 telegrams were received along with a number of petitions asking that controls be retained.

The largest attendance at any Council meeting in the history of Greensboro was registered on the day of the hearing. Mayor Cone, finding the council chamber inadequate to accommodate the huge throng, then called the hearing for Aug. 18 in larger quarters at Guilford County Court House.

The ranks of the protestors swelled. Finally, the day after the postponement, the Property Owners' Association agreed to call off the public hearing at Mayor Cone's request.

Greensboro "This Week" had this to say: "The property owners hoped that the Council might take necessary steps to remove all (rent) controls. Opposition to the move came from persons who lived in rental homes who feared rental increases. . . . Leader of this group is Bob Jones, WBIG announcer, who solicited letters and telegrams from his listeners to submit to the City Council . . ."

RMA FALL MEET
Syracuse Agenda Set

TECHNICAL developments in radio and television engineering and manufacturing will dominate the annual Radio Fall Meeting of the Engineering Dept., Radio Mfrs. Assn., and the Institute of Radio Engineers. The meeting will be held Oct. 31-Nov. 2 at the Hotel Syracuse, Syracuse, N. Y.

Morning and afternoon technical meetings will be held, with the annual staff dinner Nov. 1. Toastmaster at the dinner will be Leslie J. Woods, Philco Corp. Speaker will be Kenneth W. Jarvis, who has the intriguing topic, "The Engineering Aspects of Sin."

Speakers on the opening day will be J. Van Duyne, Allen B. DuMont Labs.; Jerry Minter, Measurements Corp.; K. S. Geiges, Underwriters Labs.; A. B. Mundel, Sonotone Corp.; L. Lutzger, Allen B. DuMont Labs. A joint meeting of RMA and IRE committee will be held. In the evening a joint session on atomic energy and national security will be held with the Syracuse Section of IRE.

Tuesday's speakers include Walter Stroh, Zenith Radio Corp.; W. B. Whalley, Sylvania Electric Products; Dorman D. Israel, Emerson Radio & Phonograph Corp.; C. E. Torsch, General Electric Co., and O. H. Schade, RCA. Committee meetings in the late afternoon, followed by a banquet, complete that day's schedule.

On Wednesday's agenda are H. E. Roys, RCA Victor; Frank H. MacIntosh, consultant; R. A. York, General Electric Co.; Harry F. Olson, John Preston, D. H. Cunningham, Robert M. Cohen and George F. Elston, RCA; Leonard A. Mayberry, Hallicrafters Co.; H. W. Lamson, General Radio Co.

Eastern Regional

A dominant fulltime facility with primary coverage in excess of 500,000. This property is located in a choice single station eastern market. It is showing consistent gains in gross and profits and present prospects indicate a very high return based on a sales price of $125,000.00. Station is very well equipped and technical position is excellent.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

XUM

Production

PHILLIP ROLL, most recently in radio department of Casper Pinsker Agency, New York, has been appointed director of traffic and continuity at WVNJ Newark. Mr. Roll was formerly continuity chief at WWDC Washington, program director for XERF Villa Acuna, Mexico, and with copy and TV section of Kal Ehrlich & Merrick, Washington, D. C.

PETE SMYTHE, former program director for KLZ Denver, has returned to station from Hollywood as disc jockey.

ESTEL D. FREEMAN, member of continuity department for WIBC Indianapolis, Ind., since 1946, has been named continuity editor. Mr. Freeman has 15 years experience in radio and newspaper writing, publicity and promotion work.

MERCEDES McCAMBRIDGE, former Chicago radio actress heard on WBBM Chicago, has joined cast of CBS *Perry Mason* show.

ROBERT C. CURRIE, formerly assistant program director for WFMZ Allentown, Pa., has been appointed head of television production for WFMY-TV Greensboro, N. C.

TED McKAY, former program director for WCSI (FM) Columbus, Ind., has joined announcing staff of WKNA-AM-FM Charleston, W. Va. Mr. McKay also has been associated with WTIP Charleston, and WSUA Bloomington, Ind.

DICK JEWELL, chief announcer for WCSI (FM) Columbus, Ind., for past two years, has been named station's program director. Mr. Jewell replaces **TED McKAY**, resigned. **BOB WESTERMEIER**, staff announcer, has been appointed chief announcer.

MRS. DOROTHY W. LARSON, formerly with WJZ and ABC New York, has joined staff of WNEB Worcester, Mass., as traffic manager.

PAUL KANE, has been appointed assistant to production manager at WAAM (TV) Baltimore. Production manager is **ANTHONY FARRAR**. Mr. Kane was incorrectly identified as production manager in this column Aug. 15.

ALAN NEWCOMB has joined announcing staff of WIS Columbia, S. C. Mr. Newcomb is author of book, *Vacation With Pay*.

WANDA RAMEY has been promoted to program director of KWBR Oakland, Calif. replacing **EVELYN DEWSNUP**, resigned. Miss Ramey will continue her mid-morning, five-weekly program, *Coffee With Wanda* on KWBR.

MARTIN MUSKET, former Atlantic sports announcer and previously with WEEU and WRAW Reading, Pa., has been appointed assistant program director of WAEB Allentown, Pa.

CLIFF BAKER, formerly staff announcer for WPFB Middletown, Ohio, and WNOP Newport, Ky., has joined WCKY Cincinnati as disc jockey.

JAMES FERGUSON, former announcer-engineer with WZIP Covington, Ky., before joining WLWT (TV) Cincinnati as floor manager, has been named a producer for WLWT.

CHARLES DARGAN, summer relief announcer for WIOU Kokomo, Ind., has returned to Northwestern U. to resume studies in radio department.

FRAN RICHMOND, formerly assistant continuity director for WMGW WMGW-FM Meadville, Pa., has been named continuity director. **PAUL BROWN**, formerly with WAZL Hazleton, Pa., has joined station as librarian-announcer.

JOHN A. DE MOS, ARCHIBALD W. (Arch) GRIFFIN and **AUSTIN (Ted) HURLEY** have joined KECA-TV Los Angeles as cameramen. Messers De Mos and Griffin were formerly with KLAC-TV Los Angeles. Mr. Hurley was with KTTV (TV) Los Angeles from 1947 until taking present position.

WALTER RUBENS Jr., former time salesman and program director at WJBC Bloomington, Ill., has been named assistant program director at WIND Chicago.

BARBARA JONES, transcription supervisor of WTAG and WTAG-FM Worcester, Mass., for four years, has joined WMUU Greenville, S. C.

SANDY KNOX, formerly continuity director of KVVC Ventura, Calif., has joined KWBR Oakland in same capacity.

ROBERT VESEL, formerly with WHWL Wilkes-Barre, Pa., and WESA Pittsburgh as general staff man, and more recently assistant director for J. M. Seifereth Productions for Television, New York, has joined WMTR Morristown, N. J. Mr. Vesel was director and alternate m.c. for WJZ New York between 1945 and 1947.

HAROLD HELVENSTON, scenic designer, joins KTLA (TV) Los Angeles as art director. He formerly was story director for Walt Disney Studios, director of dramatics, Stanford U., and taught drama and art at U. of Southern California.

MIKE CROFT has joined announcing staff of WPGH Pittsburgh. **LEN PRICE**, announcer for station, has returned to U. of Pittsburgh to resume his studies. Mr. Price will return to radio at end of school year.

DAN SCHUFFMAN has been added to continuity staff at ABC-TV Chicago.

ALBERT WALKER, announcer for year and a half at WCAW Charleston, W. Va., has been named program director, succeeding **JAMES FLENNIKEN**, resigned. **MRS. JEAN R. HORN**, formerly of WJPF Herrin, Ill., has been appointed traffic manager. **Mrs. HELEN EADS** has succeeded **RUTH HEARN** as continuity director.

Mr. Gannon

Mr. Daniel

HARVEY J. GANNON, WNBC New York service and traffic supervisor, has been named program manager, effective Sept. 1, succeeding **D. L. PROVOST**, resigned. **CLAY B. DANIEL**, production supervisor for station, has been appointed production manager, a newly created position. Mr. Gannon joined NBC in 1930 as page and WNBC in 1946, having held his present position since last January. Mr. Daniel formerly was program director of WSJS Winston-Salem, N. C., and has been with WNBC for three years.

GEORGE M. CAHAN, KECA-TV Hollywood studio director, has been named senior producer of station.

LEO FORTIN, former musician with Lawrence Welk's orchestra, has joined WNAX Yankton, S. D., Bohemian Band.

LEN ALTMAN, announcer at WSAR Fall River, Mass., and Myra Ruth Marcus have announced their engagement.

JOHN BAIRD, program supervisor at KMPC Hollywood, has been elected to U. of Minnesota board of directors of the International Platform Assn. (lecturer honor society).

CHESTER STRATTON of CBS *Crime Photographer* and Marion Smith planned to be married Aug. 25.

DALE BABCOCK, KFI Los Angeles music librarian, and **MARTY WALL**, formerly of station's music staff, have announced their marriage.

NELSON M. GRIGGS, member of production staff of WASH (FM) Washington and Continental FM Network production staff, and Sarah Allison Lance have announced their egagement.

EV NEILL, staff producer for KDKA Pittsburgh, is the father of a boy.

DON HERMAN, staff announcer and disc jockey at WPAG Ann Arbor, Mich., and Mary Morley have announced their marriage.

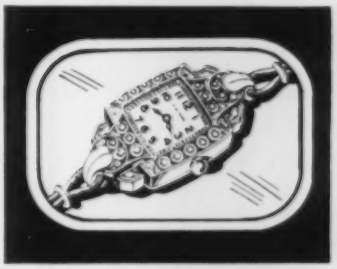
WILLIAM K. MULVEY, producer at WRGB (TV) Schenectady, N. Y., has received his Master of Arts degree from Notre Dame U.

DICK DIESPECKER, program manager of CJOR Vancouver, is resigning from station due to ill health, but will remain with station on part-time basis.

RONNY TAYLOR, director of *Memory Time* show for KDKA Pittsburgh, is the father of a boy.

Copyright Law Course

NEW COURSE on copyright law problems, covering the practical problems in securing and protecting copyright and transactions involving copyright, will be given beginning Sept. 29 by the Practicing Law Institute in cooperation with Assn. of the Bar of City of New York. Lectures will be given on 12 successive Monday evenings at Bar Assn. Bldg., 42 West 44 St., New York.



The Case of the High Priced Watches

A local jeweler featured four diamond watches in a KDYL-TV program one night in early August.

Regular prices ranged from $200 to $925, but the watches were offered at special prices of $79.50 to $472 . . . and that is still a lot of money.

By 9:30 the following morning all four watches were sold — to people who had seen them on their television screens the night before.

That's the kind of action KDYL-TV is getting for its advertisers. And in AM, too, KDYL is famous for results.

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
Salt Lake City, Utah
National Representative: John Blair & Co.

IT'S A HABIT!

For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

Promotion

TWENTY-FOUR page offset folder, with pictures containing facts about market for grocery-store sold products in and around Chicago, wholesale tradi g areas, population, retail food sales and importance of *Feature Foods* program in selling in market, has been mailed by WLS Chicago to food trade. Cover of booklet shows colored map of WLS' four state listening area.

Survey Mailing

BLACK and white sheet, featuring page of Conlan Radio Report on WFAS White Plains, N. Y., is being mailed by station to advertisers and agencies. Report summarizes listener pull of all stations in area and page is headed, "They may come BIGGER . . . but they don't come BETTER than WFAS in Westchester."

WJR Penetration

RED six-page booklet, attractively illustrated with pictures of "Free Speech Mike," has been mailed by WJR Detroit to trade. Booklet contains graphs pointing out station's leadership in proportion to other stations in cities covered by WJR. Also included are Hooperatings, coverage maps, and primary area listening index by population groups of more than 10 nearby stations. Booklet is entitled "WJR Penetration."

Schenectady Viewing-Habits

MULTI-COLORED booklet has been mailed to local agencies and advertisers by WRGB (TV) Schenectady, N. Y. Included are results of viewing-habits survey taken last March. Booklet claims total of 49,618 men, 26,301 women and 11,962 children viewers for combined 17,700 sets in both public and private residences.

Miss Genevieve Lemper
Foote, Cone, and Belding
Chicago, Ill.

Dear Jenny:

Seems as how ever'one 'round here is atalkin' 'bout permotin' thin's this fall. All over WCHS I sees stuff alayin' 'round callin' folks' attention ter this program er thet, er offerin' sumpthin' fer a jingle. Fact is, just 'bout all my sweepin's last few weeks has had ter do with what's agoin' on th' air purty soon. Looks like WCHS is goin' ter have even bigger audiences after all this here stuff gits on th' air an' in th' papers! An' you know what, Jenny? With all these new lisseners comin' our way on these big fall permotions, seems like an awful good time ter buy on WCHS. It'll do an even better job fer a feller now then ever before! An' thet's sumpthin', believe me!

Yrs.
Alay

WCHS
Charleston, W. Va.

Blimp Commercials

BLIMP, displaying message on moving electric tape, is low cost commercial with motion seen over WPIX (TV) New York. Blimp is used by R & H Brewing Co., Staten Island, on its telecast of Coney Island boxing matches Monday nights. Commercial shows blimp hovering over open-air velodrome, scene of bouts.

Standing Room Only

NEW "package promotion" service designed for conventions and trade or amusement exhibits being held in coverage area of WFIL WFIL-TV Philadelphia has been announced. SRO (Standing Room Only) plan aims to boost public attendance at scheduled events such as rural fairs, smaller-city celebrations and other affairs by use of spot announcements, guest appearances of dignitaries concerned in affairs on radio and television programs, and program origination at scene of activities. Service is presented individually to planning committees of proposed conventions sufficiently in advance to permit build-up over station.

Birthday Promotion

MINIATURE MAILBAG with tiny photostats of listener mail and testimonial letters from participating sponsors formed "John Harvey's Mailbag" sent out as promotion for *Home Digest* and *Home Institute* on KGO San Francisco. Twin home discussion shows are presented daily with John Harvey as m.c. Mailbag was sent to station's complete spot sales list and followed by brochure detailing commercial success of programs.

Baseball School

PLAYERS JACKETS and gold baseballs were awarded to members of all-star teams chosen from free baseball school sponsored by McClatchy Broadcasting Co. California stations and newspapers. Some 1,500 boys between ages of 12 and 17 were given instructions by former big league stars and regional players. Session was climaxed by play-offs between all-star teams in each of three age groups.

Pattern Reproductions

REPLICAS of test pattern of WOC-TV Davenport, Iowa, have been furnished by station to set dealers in area. Patterns are pasted on screens of receivers giving sets appearance of being "alive" and station added promotion. WOC-TV is scheduled to begin local programming Oct. 1.

Tie-In With Network

UTILIZING newspapers, billboards, car cards, direct mail and radio itself KIRO Seattle will call attention to its affiliation with CBS network this fall. Sixteen newspaper ads in western Washington dailies will run Aug. 29 through Nov. 4 promoting each night's programs, Monday-Friday shows and Sunday programs separately. Local campaign is to be synchronized with network promotion but will emphasize KIRO and 710 kc as "The Northwest's Number One Station and the Number One Dial Spot."

'Umbrella Man'

WCAU Philadelphia has loaned out its familiar "umbrella man" trademark to the Canadian government for advertising purposes in Canada's savings bond drive. Since the *Bulletin* station gave its ready permission, the smiling silhouette has been appearing throughout Canada as the "picture of a man who has bought his Canada Savings Bonds." WCAU waived all credit rights to the silhouette, which it uses to stress coverage in the Philadelphia market area. Hubert Richardson, deputy secretary of the Bank of Canada, spotted the campaign in trade publications and negotiated with the station for rights.

Chevrolet Opens Center

RUBY CHEVROLET, Chicago, opened "the world's largest Chevrolet service center" fortnight ago with a heavy barrage of 72 commercials on eight AM and two TV stations there. Schedule for remainder of week called for 59 Tuesday, 44 Wednesday, 43 Thursday, 42 Friday and 40 Saturday. Commercials included half and one-minute spots, 15-second station breaks and time signals and participations, with singing jingle and straight copy. Aug. 15 maximum was built up slowly from starting on one station Aug. 1. August spot total will be 617. Agency is W. B. Doner & Co., also Chicago.

BEAUTY CONTEST
WWDC Holds Annual Event

COMPLETING its eighth year as sponsor of the "Miss Washington" beauty - talent contest, WWDC Washington has crowned, with the help of a distinguished judges panel, this year's winner. She is 19-year-old Jane Hayes who will compete in the Miss America pageant at Atlantic City Sept. 5-11.

With the title, WWDC arranged for the awarding of $5,000 in prizes, including a 1949 Nash and RCA-Victor TV set, donated by

"Miss Washington" surrounded by a healthy sample of her prizes.

* * *

Washington merchants. Judges were U. S. Senator Matthew M. Neely (D-W. Va.); Representative John L. McMillan (D-S. C.); Elenore Scanlan, local radio manager for BBDO, New York; Jean Lawler, timebuyer, Sullivan, Stauffer, Colwell & Bayles, New York; Mort Heineman, executive vice president, Franklin Bruck, Advertising Club of Washington; Henry M. Voss, sales promotion manager of Lansburgh & Bros., Washington; Arnold Fine, Washington *Daily News* columnist, and Bob Feerick, Washington Capitals basketball team coach.

The contest, was supervised by Ben Strouse, WWDC vice president and general manager; Norman Reed, program director; Herman Paris, commercial manager, and Irving Lichtenstein, public relations director.

XUM

AUGUST 30, 1948

TELECASTING

A Service of BROADCASTING Newsweekly

THEATRE OF THE MIND

THE BLACK ROBE

BROADWAY SPOTLIGHT

LIGHTS OUT

BELIEVE IT OR NOT

GARROWAY AT LARGE

an instinct for SHOWMANSHIP

Call it instinct...sixth sense...second nature. It's basically the ability to deliver the most popular entertainment, and it has made NBC Television tops in everything from drama to world news.

That same instinct led NBC to choose the six programs shown here as the most likely features to capture a nation-wide video audience ... and to work wonders for six new advertisers on the network with the largest number of sponsored hours in television.

NBC—America's No. 1 Television Network

MEMO...

National Broadcasting Company, Inc.

INTERDEPARTMENT CORRESPONDENCE

TO All Spot Sales Salesmen

FROM Jacob A. Evans

DATE July 22, 1949

SUBJECT Where There's a Choice — It's WPTZ All the Way

The most effective method of determining the popularity of a television station is to follow the choice of viewers when the same program may be seen on two or more stations. In Philadelphia on no less than five occasions where the same program was telecast by at least two of the three Philadelphia stations, WPTZ has completely dominated the Philadelphia television audience.

ITEM: The Admiral Broadway Revue is seen on both WPTZ and Station B. The latest Pulse ratings show a 57% higher rating for WPTZ.

ITEM: The Cancer Crusade program telecast in Philadelphia on June 4th, 10:15 to 11:45 PM was carried by all three television stations. WPTZ's audience was consistently greater than the combined audience of the other two stations; 62% greater than Station B and 192% greater than Station C.

ITEM: The baseball game telecast on June 5th was seen on both WPTZ and Station C. In spite of the fact that the other station normally programs on Sunday afternoon while WPTZ does not, and in spite of the fact that Station C began programming at 10 AM, whereas WPTZ began to program one-quarter hour before the game with a news tape, WPTZ's rating averaged 40% higher than the other station.

ITEM: The World Series last fall was carried by all three Philadelphia stations. During the second game, a survey made by Patterson, Korchin & Co. showed WPTZ to have 23% greater audience than Station B and 263% greater audience than Station C.

During the 1949 Mummers' Parade, all three Philadelphia stations made individual, simultaneous pickups of the event. Again WPTZ dominated the Philadelphia picture with a greater audience than the two other stations combined; 91% greater audience than Station C. In this, Station B and 222% greater audience than Station C. In this, as well as the previous instance, there were no preceding, following or replacement shows which might have affected results.

This is a most impressive record and clearly indicates the preference of the Philadelphia television audience for WPTZ. It's another perfect example of experience in television broadcasting paying off. I would suggest that your agency contacts are advised of the consistent superiority of WPTZ in Philadelphia.

Jacob A. Evans

NBC TV-AFFILIATE

WPTZ

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

FIRST IN TELEVISION IN PHILADELPHIA

A Service of Broadcasting Newsweekly

TELECASTING

AUGUST 29, 1949

JUNE TV BILLINGS

Four Networks Gross $764,406, PIB Shows

THE FOUR TV networks had gross facilities billings of $764,406 during June, according to data released last week to BROADCASTING by Publishers Information Bureau. June gross is 13% below the May figure of $882,526, peak for the year, according to PIB statistics. Total gross video network time sales for the six-month period, January-June 1949, was $4,224,220.

Admiral Corp. was the leading network TV sponsor in June, PIB shows, with gross time purchases of $50,206. Young & Rubicam was the top agency, buying $107,853 worth of video network time for its clients' programs that month. Smokers' supplies, chiefly cigarettes, was the leading class of video network advertising in June, accounting for gross time sales of $146,930 on the TV networks.

The accompanying tables show the top advertisers and agencies in June from the standpoint of expenditures for TV network time, as well as the top advertiser in each product category and the total expenditures of all advertisers in each category. The final table shows the total for each category for the six-month period as well as for June alone.

* * *

GROSS NETWORK TV TIME

	June 1949	January-June 1949
Agric. & Farming	.....	.....
Apparel, Footwear & Access.	$ 3,588	$ 179,855
Automotive, Automotive Equip. & Supp.	95,955	397,775
Aviation, Aviation Access. & Suppl.	.....	.....
Beer, Wine & Liquor	4,200	93,898
Bldg. Materials, Equip. & Fixtures	.....	.....
Confectionery & Soft Drinks	13,016	27,520
Consumer Services	.....	18,280
Drugs & Remedies	16,200	24,000
Entertainment & Amuse.	.....	.....
Food & Food Prod.	79,719	411,944
Gasoline, Lubricants & Other Fuels	37,360	292,495
Horticulture	.....	.....
Household Equip.	53,650	186,680
Household Furnish.	38,100	174,270
Industrial Materials	951,000	11,643
Insurance	.....	.....
Jewelry, Optical Goods & Cameras	4,352	10,880
Office Equip., Stationery & Writing Suppl.	.....	.....
Publishing & Media	25,158	45,017
Radios, TV Sets, Phonos. Musical Instruments and Access.	92,727	961,214
Retail Stores	.....	.....
Smoking Materials	146,930	509,063
Soaps, Cleansers & Polishes	5,760	37,440
Sporting Goods & Toys	4,580	24,505
Toiletries & Toilet Goods	74,962	316,913
Transportation, Travel & Resorts	.....	.....
Miscellaneous	.....	9,680
Total	$764,406	$4,224,220

Source: Publishers Information Bureau.

TOP NETWORK ADVERTISER FOR EACH PRODUCT GROUP

Agriculture & Farming		
Apparel, Footwear & Accessories	U. S. Rubber Co. (Keds)	$ 3,588
Automotive, Automotive Equipment & Supplies	General Motors Corp.	39,570
Aviation, Aviation Equipment & Supplies		
Beer, Wine & Liquor	Wine Advisory Board	4,200
Building Materials, Equipment & Fixtures		
Confectionery & Soft Drinks	Canada Dry Ginger Ale Co.	8,046
Consumer Service		
Drugs & Remedies	Drug Store Television Prod.	16,200
Entertainment & Amusements		
Food & Food Products	General Foods Corp.	25,785
Gasoline, Lubricants & Other Fuels	Gulf Oil Corp.	23,460
Horticulture		
Household Equipment	The Admiral Corp.	28,700
Household Furnishings	Bigelow-Sanford Carpet Co.	22,200
Industrial Materials	Rockwell Mfg. Co.	951
Insurance		
Jewelry, Optical Goods & Cameras	Bell & Howell Inc.	4,352
Office Equipment, Stationery & Writing Supplies		
Publishing & Media	Time Inc.	25,158
Radios, TV Sets, Phonographs, Musical Instruments & Accessories	Admiral Corp.	50,206
Retail Stores		
Smoking Materials	Liggett & Myers	43,630
Soaps, Polishes & Cleansers	Procter & Gamble	5,760
Sporting Goods & Toys	Unique Art Mfg. Co.	4,580
Toiletries & Toilet Goods	Colgate-Palmolive-Peet	23,190
Transportation & Travel		
Miscellaneous	National Biscuit Co. (dog food)	5,680

Source: Publishers Information Bureau.

* * *

AGENCIES WITH NETWORK BILLINGS

June 1949

1. Young & Rubicam	$107,853
2. J. Walter Thompson	74,815
3. Kudner Agency	64,106
4. Newell-Emmett	52,750
5. McCann-Erickson	42,626
6. William Esty	40,904
7. Buchanan Co.	35,941
8. Abbott Kimball Co.	30,800
9. N. W. Ayer	30,288
10. D. P. Brothers	27,180

Source: Publishers Information Bureau.

* * *

TOP NETWORK ADVERTISERS

June 1949

1. The Admiral Corp.	$50,206
2. Liggett & Myers	43,630
3. R. J. Reynolds Co.	40,940
4. General Motors Corp.	39,570
5. Allen B. DuMont Labs Inc.	35,941
6. Radio Corp. of America	35,280
7. General Foods Corp	25,785
8. Time Inc.	25,158
9. National Dairy Products Corp.	24,100
10. Gulf Oil Co.	23,460

Source: Publishers Information Bureau.

CBS COLOR

Stanton Appears at FCC Friday

CONCERN over CBS' reported reluctance to furnish a large number of converters and color television receivers for field tests in connection with FCC's Sept. 26 hearings was evidenced by the Commission last week in an exchange of views which involved CBS President Frank Stanton, FCC Comr. Robert Jones and, on Capitol Hill, Sen. Edwin C. Johnson (D-Col.), militant advocate of commercial TV.

Dr. Stanton was asked to appear in vice chairman Paul A. Walker's office Friday afternoon (see late story page 15) to discuss the network's stand on certain facets of the color controversy embracing CBS':

- Contention that manufacturers are not disposed at this time to build color TV converters for black-and-white sets or construct color receivers.
- Feeling that prohibitive costs would obviate its ability to provide converters or color receivers for any color transmission demonstrations, particularly FCC's September hearing.
- Proposal to submit to the Commission a cost analysis for converters and color sets.
- Failure to provide a sufficiently large number of converters and color sets in time to be used for observation by FCC of the recent color demonstration staged by Smith, Kline & French Inc. [BROADCASTING, Aug. 22]. CBS made available only a few of its converters, it was noted.

Comr. Jones' communication with Dr. Stanton evoked queries from Sen. Johnson, chairman of the Senate Commerce Committee, to the Commission and the CBS President questioning the network's position and expressing regret "that the very interests which have been most active in pushing color television suddenly have become very cold . . ."

Stanton's Decision

Dr. Stanton abandoned his intention of replying personally to Sen. Johnson, preferring to air his reply before the Commission.

Meanwhile, observers were weighing the significance of CBS' newest stand against reports of negotiations linking the network to the formation of a new company to further development of color TV in which it would be a participant. CBS has been discussing the possibility of entering the receiver manufacturing field for months. It would become a manufacturing partner by virtue of ownership of the sequential color system developed by Dr. Peter Goldmark, engineering research director [BROADCASTING, Aug. 22].

Still another avenue of thought was opened up last week when CBS confirmed formally that it had perfected an adapter enabling conversion of black-and-white sets to color TV. The adaptors or converters presumably would be manufactured in time, just as TV transmitters and receivers are now constructed, under CBS patents, although the network feels that manufacturers are not so inclined at present.

Despite that belief, it is known, however, that a number of manufacturers currently are compiling data on cost of converters, with estimates for complete converters running about 25% of an ordinary black-and-white set [BROADCASTING, Aug. 22].

Dr. Stanton and Earl Gammons, vice president in charge of CBS Washington operations, in conversations with Comr. Jones Aug. 19, reportedly advised him that no manufacturing firm would build

(Continued on page 71)

NEW Starch Report on Television Commercials [BROADCASTING, **Aug. 22**] **includes use of six still shots of a particular commercial, according to Dr. Daniel Starch (left). The pictures, such as the Adam's Chiclets series (right), will comprise the "Story Board" which will be used by field interviewers to ask viewers whether or not they have seen the commercial, and five subsequent questions on the reactions to the commercial. Other information will also be sought.**

TV XMAS SHOW

Five Star, ARC Set Package

AVAILABILITY of television's first retail Christmas program promotion package, *Stubby Nubbin, the Christmas Donkey*, a 20 episode film series, was announced jointly in Hollywood over the week-end by Five Star Production, producer, and American Releasing Corp., distributor.

Providing a "Christmas theme" for merchandising purposes, along with the program series, a sponsoring department store also will be able to sell "Stubby" products including record albums, books, ceramics. "Exclusive tie-ups are being offered in each trading area," according to Glenn Beaver, president and general manager of ARC.

Five Star is producing the five-minute films in comic strip technique, working with a color original, from which black-and-white prints will be made. In addition there are plans to promote the package radio-wise, in markets where there are no television stations, Mr. Beaver said.

WDAF-TV OPENING

Commercial Start Oct. 16

REGULAR commercial program operations will begin Oct. 16 for WDAF-TV Kansas City, Mo., licensed to the Kansas City *Star*, with a program schedule set four hours nightly, seven nights a week, according to Dean Fitzer, the outlet's general manager.

Kinescope programs will be carried from all four TV networks, Mr. Fitzer said. Regular test pattern operations will begin on the station Sept. 11, the opening date also for a three-day closed circuit dealer exhibition at Kansas City's municipal auditorium. WDAF-TV will operate on Channel 4 (66-72 mc).

BOSTON BANK

Indian Points Up Shawmut TV Films

EFFECTIVE trade-mark identification being an integral part of television programming, President Walter S. Bucklin and Vice President John J. Barry of The National Shawmut Bank of Boston naturally thought of the bank's familiar Shawmut Indian as a starting point.

But the problem of making the Indian do anything on TV was a difficult one. Previous experiments with using a live actor made up as an Indian were not too encouraging, for in a close-up shot, the make-up on the Indian's face was poor.

The bank, through Charles W. Morse, vice president of Doremus Agency, consulted Sarra Inc., commercial film maker in New York. Sarra recommended using an animated smoke signal which spells out "National Shawmut Bank." This smoke signal appears behind a medium shot of an Indian who is raising his arm in a majestic greeting.

Sarra also had a special theme written. Theme is used in both the opening and closing of Shawmut's TV shows, the music being carefully synchronized with the action. The closing commercial uses another animated trick shot in which coins (actually chocolate peppermints covered with gold paper) cascade down in a pile in front of an open-swinging vault door. The coins then spell out National Shawmut Bank.

Both films take 20 seconds projection time using sound on film. There is no spoken audio on either sound track since the music is powerful enough, bank officials point out.

ABC HOLLYWOOD

Moves to New TV Center

MOVE of all ABC Hollywood offices from 6363 Sunset Blvd. to network's 20-acre site at Prospect and Talmadge Sts., was completed last week.

Included in transfer to the Television Center building were executive offices of Frank Samuels, vice president in charge of ABC Western Div., and Clyde Scott, manager of network affiliate KECA Hollywood. Network's AM production, programming and traffic departments still remain at Sunset and Vine Sts.

Orders Projectall

WNBT (TV) New York last week ordered installation of the INS Projectall programming equipment at its 106 St. studios. The station is the second NBC video outlet to use the facilities, WNBQ Chicago having been telecasting with Projectall news programming since last April under sponsorship of Miller High Life Beer.

WENR-TV STUDIO

Will Expand in September

THIRD television studio for WENR-TV (ABC) Chicago will be put into operation early in September, according to John H. Norton Jr., vice president in charge of the network's Central Division.

The new studio will be housed on the 42d floor of the Chicago Opera Bldg., where extensive construction has been under way several months. Called Studio A, the section will occupy 4,000 square feet, and will be equipped with "the latest types of studio, motion picture and field cameras," Mr. Norton said. The adjacent TV control room will have picture monitors, camera controls and audio-equipment, along with TV switching and film cameras operated by push-button controls.

"Designed for maximum flexibility, Studio A will be used for telecasts of the greatest majority of local and network-originated programs," Mr. Norton explained. Audience shows will continue to be produced at ground level in the Civic Studio, the former Chicago Civic Theatre, which seats 900 persons. Studio A is expected to help expansion of present production and engineering facilities and to make possible more program activity, the executive said.

WOI-TV PLANS

Start Next January Is Goal

IOWA STATE COLLEGE is aiming for January 1950 as the earliest date for the opening of WOI-TV Ames, according to Richard B. Hull, college director of radio.

Transmitter equipment, purchased from General Electric Co., Syracuse, N. Y., is scheduled for delivery early next month. The TV station will operate on Channel 4 (66-72 mc) supplementing existing AM and FM facilities.

New TV Publication

DEBUT of *TV Forecast* magazine is slated for Boston Sept. 10, Television Forecast Inc., Chicago publishing firm, announced last week. The weekly video magazine, circulating in Boston and Providence markets, will make its bid to more than 100,000 set owners in the New England area. Providing daily program schedules, news about TV stars and photos of entertainers, *TV Forecast's* entrance will offer a six-city package to advertisers. Other cities: Chicago, New York, Baltimore, Washington and Philadelphia.

NBC VIDEO network facilities are being used to teach Naval Reserve pilots in TV-equipped classrooms in research experiment of U. S. Navy Special Devices to run in eight week series. Set owners in areas of Bennett Field, N. Y., Philadelphia and Washington will be able to view telecasts on their receivers.

XUM

MORRIS BARTON (r), chief engineer of KBTV Dallas, checks on some insulation material in the newly built station studio with J. B. Tharpe, sales manager for Allen B. DuMont Laboratories' television transmitter division, New York. Mr. Barton was formerly with DuMont Labs and later with DuMont Network station WABD.

ROY FLYNN, chief engineer for KRLD and KRLD-TV, stands beside new mobile television unit which he brought back from Syracuse, N. Y. On top the truck are Assistant Engineer John Klutz (l) and Hal Hunt, cameraman, shooting some pictures.

DIRECTOR Harold Hough of WBAP-TV Fort Worth tells Fort Worth Ad Club luncheon meeting of plans for further studio enlargement. At speaker's table are (l to r) Albert Evans Jr., Albert Evans Advertising; William Holden, executive vice president of Fort Worth Chamber of Commerce; Web Maddox, president of Fort Worth C. of C.; Manager George Cranston of WBAP; Cliff Calloway, Ad Club president; Lyman Brown, WBAP continuity director, and Mr. Hough.

UNITED VIDEOGRAM

Prevues New TV Film Series

A TELEVISION series of 13 27-minute films, *The Marines' War*, was introduced at a news conference Thursday, Aug. 18, in New York by United Videogram Inc., which showed two of its episodes for the first time. The scripts were written under supervision of Fletcher Pratt and were based on his book bearing the same title as the series. More than 9,000,000 feet of Marine Corps combat film, as well as captured Jap films, were available for the series.

Series is being offered on a three-year basis, with unlimited showings in the markets where sold. It is on 16mm black and white film and is being completed for United Videogram by Atlas Film Corp., Oak Park, Ill. United Videogram Inc. was recently organized in Minneapolis for the purpose of creating TV shows on small budgets.

Dubin Named

PAUL J. FENNELL Co., Hollywood and New York, last week announced the appointment of M. R. (Mickey) Dubin as eastern representative, in charge of the New York office. The firm produces television films. Mr. Dubin, who was with the Fennell Co. before last April when he left to join J. Armstrong Co., New York, producer of syndicated video commercials, has been a television writer for some years.

TEXAS TV

KBTV, KRLD-TV Will Give City Three TV Outlets

DALLAS and Fort Worth are humming with television talk. WBAP-TV Fort Worth-Dallas, the pioneer Texas video station, is nearing its first anniversary. KRLD-TV and KBTV Dallas have completed their towers. KBTV went on the patterns Aug. 21, with official opening date set for Sept. 17. KRLD-TV plans an early fall start.

With these two stations the Dallas-Fort Worth area will be one of the liveliest TV markets for its size in the nation.

KBTV is an independent station, owned by Tom Potter, Dallas oilman. KRLD, the *Dallas Times Herald* station, will use CBS-TV material as it does in standard broadcasting as a CBS affiliate.

WBAP is the *Fort Worth Star-Telegram* station, of which Publisher Amon Carter is president and Harold V. Hough, director.

RCA INSTITUTES has graduated 129 students from its radio and television technical training courses in New York. Largest group of graduates, 62, completed course in radio and video broadcasting, qualifying as radio laboratory aides or as maintenance personnel for all types of transmitters or receivers.

DuMont's Latest

A NEW TYPE TV transmitter has been delivered to KBTV Dallas by DuMont Labs. DuMont said it has been under close wraps and is the much-heralded power amplifier designed to go with the previously-sold DuMont "Acorn" transmitter. Power amplifiers consist of one pair of air-cooled tubes with their associated power supply for both aural and visual transmitters. The company claims main features to be low initial cost and "impressive" tube life. In addition, DuMont said, the complete transmitter is considerably smaller than any other yet placed on the market.

VIDEO CUES

Given by 'Walkie Talkie'

A MINIATURE "Walkie Talkie" set, to enable directors to prompt video actors without being seen or heard by studio or home audiences, has been patented by John Arch (Nick) Carter, New York advertising man.

The device consists of a tiny radio receiving set which can be concealed on the actor's person, and a transmitter. Actors can be cued individually or as a group, and each receiver can be equipped with its own wave length, if required, Mr. Carter says.

Mr. Carter was formerly with J. Walter Thompson, Pedlar & Ryan and Benton & Bowles, all New York.

Crosley TV Show

CROSLEY Div., Cincinnati, of AVCO Mfg. Corp., New York, will sponsor *This Is Broadway* on CBS-TV starting Oct. 6 [CLOSED CIRCUIT, Aug. 22]. The program, heard previously on both AM and TV for a full hour, has been cut to a half-hour, and will be telecast only. To be aired on alternate Thursdays, alternating with *Inside USA*, sponsored by Chevrolet Dealers through Campbell-Ewald, 8:30-9 p.m., the program was placed through Benton & Bowles, New York.

MOTOROLA Inc., Chicago, has announced production "of the first" 8½-inch screen TV set, which will sell for $149.95 and is slated for September release.

SELLING TO HIT On TV Means Right Product in Right Way

By FRANK RYHLICK

Radio and TV Director of Ross, Gardner & White, Los Angeles

A tale of two local television sponsors:

After eight week's sponsorship of a one-half hour weekly television program, sponsor A, an appliance dealer in a small middle-class community to the south of Los Angeles, reported:

"By the beginning of the sixth week I was breaking even on the program. Now I am definitely showing a profit in the terms of leads opened and sales closed."

A retail store in the exclusive Westwood Village section of Los Angeles sponsored a series of weekly television commercials over a period of several weeks. After five weeks, sponsor B summarized his experiences in four short words:

"No leads . . . no sales."

Investigation of both cases produced some conclusions that throw an important light on the problems of the local or regional advertiser in television.

Fundamentals for Impact

One conclusion is so obvious that it should not be stated except for the fact that it is so often overlooked by an advertiser approaching television. The conclusion is simply this: "There is no magic in television advertising. Its impact is always potentially terrific but the potential is seldom realized unless the fundamental principles of product, market and media analysis are followed."

It is amazing to behold the approach of some normally hard-headed advertisers to television. Men who do not buy a line of newspaper space without developing eyestrain over circulation reports will rush into television with the sublime confidence of a small boy diving into a strange swimming hole.

The cases of sponsor A and sponsor B parallel each other only as to surface appearances.

The Locations of Sponsors

Sponsor A is located in the heart of a booming television area which accounts for nearly 11% of the 168,000 television sets served by the six Los Angeles television stations. In these communities are aircraft, petroleum and harbor workers who bring home comfortable weekly pay checks. They are people to whom television opens up for the first time a new world of entertainment. To this market sponsor A advertised low-cost television sets, with small down payments and minimum weekly terms. He also featured free home demonstrations. The result is that in a period of approximately two months he became one of the ten leading television dealers, by dollar volume, in Southern California.

Sponsor B is located in a community that has less than 2% of the television sets in the Los Angeles area. The product he chose to advertise on television was a refrigerator. He began to advertise at a time when the market was loaded with refrigerators, and to a clientele whose comfortable homes had been furnished with the best in refrigeration even during the scarce period. Also, as if to make certain that lower income customers immediately outside of this shopping area did not come into his store, he advertised the refrigerators "straight" with no payment plan, easy terms or special merchandising tactics.

Sponsor B is now telling his friends that television advertising is terrible and that from now on he is going to stick to black and white.

Retailers Rally to TV

The case histories of sponsors A and B point up some fundamentals that sheer common sense would require potential local and regional television advertisers to keep in mind. The excellent CBS film on television advertising highlights the fact that retailers are now the largest group of video sponsors and as such are a testimonial to the commercial soundness of the new medium. Of some 1,500 television advertisers at the beginning of May, nearly 500 were retail outlets. The proportion of retailers in video will necessarily increase with the number of viewers during the next few years. In some areas television circulation is already directly competitive to the retailers' traditional newspaper medium. By the end of the year the number of receivers in use will be approximately 3,000,000, and television will then have a regular audience of about 12,000,000.

Wayne Coy, Chairman of the FCC, predicts that by 1954 "most Americans will be getting most of their broadcast information, education and entertainment from television."

All surveys agree that the majority of sets to be sold during the coming years will go to people whose annual income ranges from $2,000 to $4,999. The rate of sales in the Los Angeles market alone is indicated by the fact that the total number of sets in circulation grew from 126,249 on April 30, 1949, to 140,000 at the end of May. In other words, over 400 sets per day were installed during this month—most of them in the homes of middle income families. Overall national statistics show some 78% of the sets in middle income families, with 12% in the upper brackets and 10% in the lower.

Mr. RYHLICK

* * *

Here is the market to which local and regional television advertisers will direct their messages with increasing frequency during the next few years. In view of these facts, the experiences of some advertisers who have pioneered in television during the past two years become extremely important.

* * *

ONE of the most recent and most significant examples of effective television advertising on a local scale is that of King's Tropical Inn French Dressing. For 25-years King's Tropical Inn has been a popular Los Angeles restaurant, noted among other things for its unique salad dressing. This year King's determined to market its dressing. After a thorough study of the potential market, the company decided to make a test television campaign in conjunction with Ralph's chain of some 32 markets located throughout the Los Angeles area. Four 1-minute film commercials were prepared demonstrating the many possible uses of a good salad dressing.

The opening of the campaign was timed for the beginning of warm weather and the salad season. For 60 consecutive days the film commercials were alternated nightly on Los Angeles television stations before programs selected for their appeal to women. After the announcements had been on the air a few nights, women shoppers began coming into the Ralph's Markets for the salad dressing. In some of the markets there were special demonstration booths to help launch the new product. But after the first week, a typical comment was "never mind demonstrating it—I saw it on television last night." Sales results during this period were phenomenal and succeeded in solidly establishing the product. In dollars and cents terms, the advertising campaign on television more than paid for itself.

The results can be attributed to proper product, market and media analysis before the start of the campaign—the same time-honored advertising tools that would have to be used in any type of campaign to introduce a new product.

Experiences in Daytime

Some of the first users of daytime television in New York and Los Angeles reported disappointing results, but the majority soon found that by adapting product and commercials to a predominately woman audience very marked results could be achieved. A watch strap, manufactured by the Ziploc Co., and having special eye appeal for women, was advertised on one-minute participations during the *Ted Steele* show over DuMont's Station WABD. After five 1-minute participations, the company had received more than 400 orders. In Los Angeles, Hotpoint dealers reported significant sales results after demonstrating the Hotpoint kitchen appliances in 1-minute commercials over KFI-TV. Daylight television, often referred to as the advertisers' last frontier, seems likely to become of primary importance to retail advertisers during the next year. Recognizing this, Robert E. Kintner, ABC executive vice president, inaugurated daytime programming for WJZ-TV in New York during May and announced that it would be extended to all other ABC owned and operated stations as quickly as possible.

* * *

TELEVISION, as much as any other medium, needs smart merchandising in its advertising appeals. The General Electric Supply Corp. in Detroit produced $10,000 worth of special business in January by clever use of participation spots on the *Charm Kitchen* on WXYZ-TV. Viewers were told that they could write in requesting

THE right product at the right time and with the proper approach is the combination that makes the sponsor's television advertising program successful. Here Mr. Ryhlick cites the case of two appliance dealers. One did observe these advertising fundamentals and was amply repaid for his video dollar. The other did not, with the result his expenditure was almost a complete loss. To further illustrate his point, the radio and television director of Ross, Gardner & White relates case histories of a few television sponsors.

a General Electric dealer to visit their homes and help plan their kitchen. Mail responses produced $10,000 worth of new business.

After experimenting with television right in its own store, Gimbel Brothers, Philadelphia, began sponsorship in May, 1947 of the now famous *Handy Man* show. The 52-week contract was renewed in 1948 and again in 1949 adding up to the longest-running television success story to date.

When KGO-TV began telecasting in San Francisco, Jackson's Furniture Co. of Oakland made a careful study of television results in other cities and decided to pioneer in television advertising just as it had years before in AM radio advertising. The company undertook sponsorship of the San Francisco wrestling matches. Harry Jackson, manager of the furniture company, said "we consider television in this early stage of the game even more important than radio in its earlier days. We are definitely convinced that television will prove to be a tremendously effective medium of advertising for us."

This is a perfect example of an experienced advertiser drawing upon the lessons of experience before embarking upon a new medium.

Countless examples of good and bad results from use of television by local and regional television advertisers could be cited. But they would add up to the same conclusion: Television opens up tremendous new vistas of advertising and merchandising for the local and regional advertisers, but it must be approached wisely — particularly during these first few years of spotty circulation.

OPERA VIDEO

Adler To Direct NBC Shows

AT LEAST four operas, sung in English and adapted to one-hour television presentaion, will be telecast by NBC-TV this fall and winter, the network announced last week.

At the same time it was announced that Peter Herman Adler, who directed experimental operatic productions at NBC-TV last season, has been retained as director of opera for NBC television. No schedule for the opera presentations has been set, although the network said four would be telecast before the end of the year, and others presented later.

Sets Radio, TV Classes

THREE courses in television and two in radio are being offered for fall term at U. of California Extension, Los Angeles. Classes include television writing, Marvin Young, radio director, Ruthrauff & Ryan, Hollywood, instructor; television-survey & workshop, James Vandiveer, in charge of special events, KECA-TV Hollywood, instructor; television acting and radio dramatics, Norman Field; writing for school radio, Verne B. Brown.

TIPS ON VIDEO RECEIVERS

Consumers Research Reports on TV Market

IN AN ARTICLE entitled "Obsolescence of Television Receivers," which appears in July issue of *Consumers' Research Bulletin*, Murray G. Crosby says a question foremost in the mind of the prospective television receiver customer is, "If I buy a television receiver now, will it quickly become obsolete?"

"The general answer, as nearly as can be predicted," Mr. Crosby writes, "is that receivers marketed now will continue to be usable for a considerable time. Improvements in design are of course to be expected. Simpler tuning systems and improvements in quality of reproduction of voice and music will undoubtedly be made available to consumers."

The article points out that many of the receivers offered thus far are apparently in the same stage of development as radios were before the one-control tuning aid appeared. Sets often are needlessly complex.

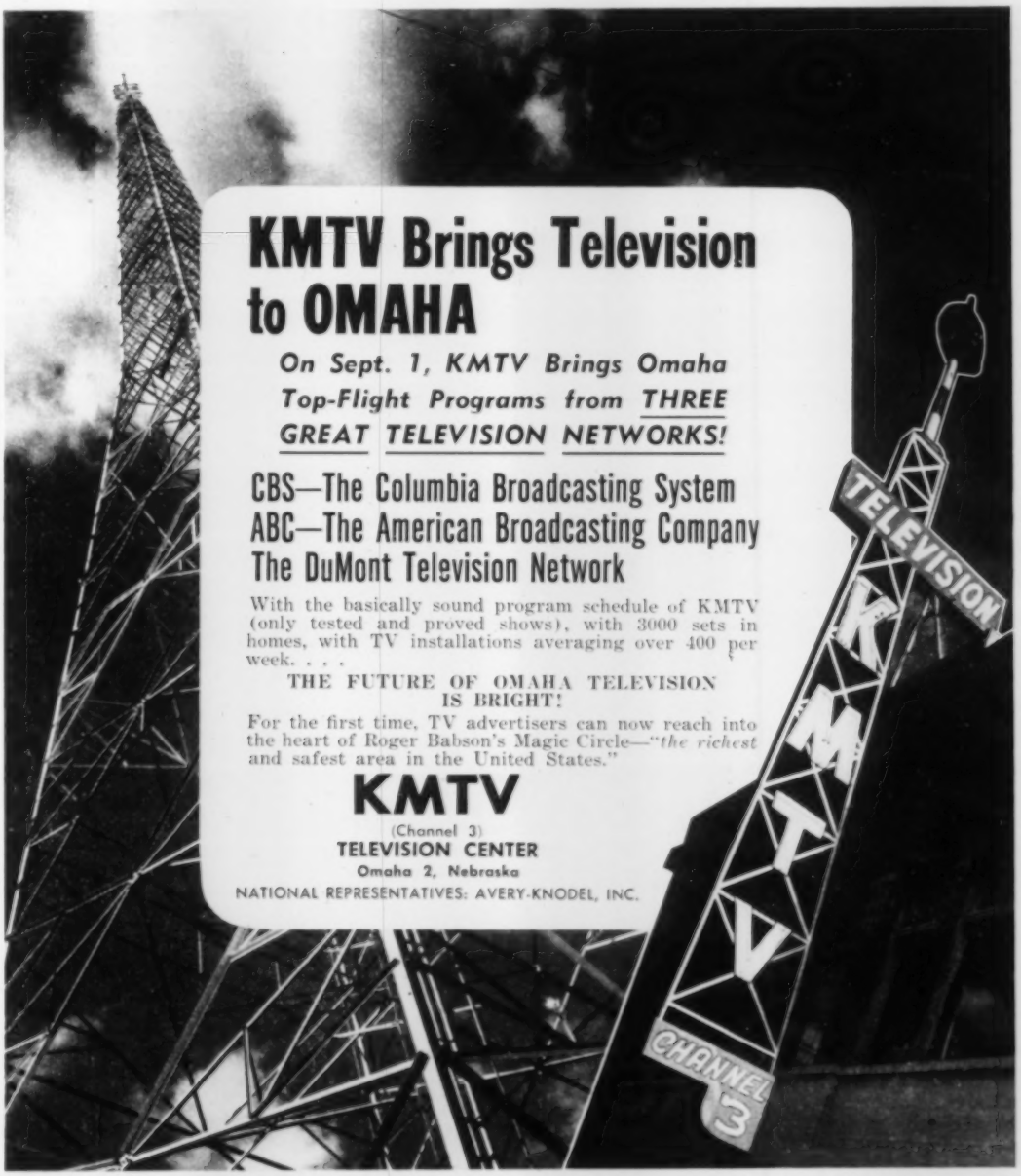
Mr. Crosby says the new intercarrier circuit simplifies the user's problem in that the number of tubes is materially reduced and three-spot tuning of FM system (sound) is eliminated.

"In general," he goes on to say, "the consumer is advised to buy a television receiver on the basis of picture tube diameter instead of square inches of area. In other words, determine whether the tube is 10-inch, 12-inch, etc., and disregard claims of advertisers and salesmen regarding picture area."

Mr. Crosby concludes: "It will be best, too, all things considered, to buy a television receiver alone rather than a television-radio-phonograph combination, since with the TV receiver alone, the monetary loss due to the obsolescence will be a minimum; the buyer will not have to throw away, so to speak, an AM-FM radio-phonograph unit in order to get a television receiver of a different type or make which changing circumstances may make him want to own a few years from now."

Mr. Crosby said the article is largely based on results of tests by Crosby Laboratories of Mineola, N. Y., on television receivers for Consumers' Research Inc. The latter, located in Washington, N. J., is an educational, non-profit organization.

TELEVISION PROJECTS Inc., Newark, N. J., has produced type 213 monoscope TV signal generator, providing standard RMA monoscope test signal at net price of $685.


KMTV Brings Television to OMAHA
On Sept. 1, KMTV Brings Omaha Top-Flight Programs from THREE GREAT TELEVISION NETWORKS!
CBS—The Columbia Broadcasting System
ABC—The American Broadcasting Company
The DuMont Television Network
With the basically sound program schedule of KMTV (only tested and proved shows), with 3000 sets in homes, with TV installations averaging over 400 per week. . . .
THE FUTURE OF OMAHA TELEVISION IS BRIGHT!
For the first time, TV advertisers can now reach into the heart of Roger Babson's Magic Circle—"the richest and safest area in the United States."
KMTV
(Channel 3)
TELEVISION CENTER
Omaha 2, Nebraska
NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.
TELEVISION
KMTV
CHANNEL 3

TELEVISION INTERFERENCE

In many areas, a car with the motor running parked near your house can ruin a television program. Ordinary spark plugs broadcast a signal which interferes with television reception, tears and distorts the image. A switch to Auto-Lite Resistor Spark Plugs will check this annoyance.

Checked by

It can happen here!

British Bill Would Curb Spark Plug Interference With Television

London—The Government has announced that it is enacting legislation making persons subject to $400 fine and possible jail sentence of three months for causing interference during peak radio and television periods. For example, motorists will be asked to fit suppressors to their motors.

HERE'S THE PROBLEM

Few people realize that a major cause of faulty television reception, particularly in areas where the television signal is weak, originates not in the set itself but from ordinary spark plugs in nearby automobiles. This poor reception, jumping and wobbling in the image, comes from the radiation of the electrical discharge in passing vehicles—your car, your neighbor's, or delivery cars or traffic on your street. The ordinary automobile spark plug acts as a miniature broadcasting station that frequently spoils what would otherwise be clear, sharp television images.

READ WHAT TELEVISION EXPERTS SAY—

FRANK STANTON, President, COLUMBIA BROADCASTING SYSTEM: "There is no question in my mind that ignition interference is a contributory cause to poor television reception. The resistor type spark plug appears to be the answer."

J. R. POPPELE, President, TELEVISION BROADCASTERS ASSOCIATION OF AMERICA: "Interference by automobile ignition systems to television is quite common and is often very severe in outlying areas. I have witnessed tests in which the new Auto-Lite Resistor Spark Plug was very effective in reducing interference to television receivers under such conditions."

W. R. MACDONALD, President, RADIO-TELEVISION INSTITUTE: "The sooner every car and truck in America is equipped with the new Auto-Lite Resistor Spark Plug, the better it will be for the television industry and everyone who owns a television set."

An authoritative article, "TELEVISION BRINGS CHANGE IN CAR IGNITION BEHAVIOR," reprinted from the S.A.E. JOURNAL published by the Society of Automotive Engineers, is available without charge. Write to—

THE ELECTRIC AUTO-LITE COMPANY
Toledo 1, Ohio
Toronto, Ontario

The effect of ordinary spark plugs on the TV image is shown in this scene from Auto-Lite's "Suspense!" show, "The Creeper," starring Nina Foch and Anthony Ross.

TUNE IN "SUSPENSE!" . . . CBS RADIO THURSDAYS . . . CBS TELEVISION TUESDAYS

BY ORDINARY SPARK PLUGS

AUTO-LITE *Resistor* Spark Plugs

HERE'S THE ANSWER

The new Auto-Lite Resistor Spark Plugs check television interference normally caused by ordinary spark plugs. Blurred, flipping and distorted images, due to this type of interference, become clear pictures like the one at right below. So install Auto-Lite Resistor Spark Plugs in your car—urge your neighbors and neighborhood delivery service to use this better plug too. This "good neighbor" policy will help everyone in your community enjoy television at its best. It's easy to do . . . switch to Auto-Lite Resistor Spark Plugs!

The RESISTOR does it!
Get these 4 Star Benefits
★ IMPROVED RADIO AND TV RECEPTION
In addition to its operating benefits, the Resistor reduces plug interference with radio and television within 35 mv. m from 540 kc. to 150 mc. at 50 ft.
★ A SMOOTHER ENGINE IDLE
The Auto-Lite Resistor Spark Plug permits wider spark gap to help eliminate occasional missing.
★ IMPROVED GASOLINE ECONOMY
Permits burning of leaner mixtures and reduces misfiring.
★ INCREASED ELECTRODE LIFE
Because electrode erosion is reduced, electrode life is increased up to 200% and more.
★ Cutaway view shows the 10,000 Ohm Resistor which permits wider initial gap settings to make possible the extra benefits obtained from Auto-Lite Resistor Spark Plugs.
Auto-Lite Spark Plugs—Patented U.S.A.

This clear image shows how better television is possible when Auto-Lite Resistor Spark Plugs check interference. The scene is the same as that shown at the left

Switch to AUTO-LITE *Resistor* SPARK PLUGS

Now Standard Equipment on Many Leading Makes of Cars and Trucks

THE ELECTRIC AUTO-LITE COMPANY
Toronto, Ontario • Toledo 1, Ohio

This advertisement appeared in The Saturday Evening Post September 3, and in other leading publications.

LOS ANGELES:—How close are television techniques to motion pictures? Ask Frank Woodruff, one of our directors, about it. He should know . . . he has directed 8 movies, as well as Lux Radio Theater. On our show, "Mystery Is My Hobby," he says the number of "cuts" and "inserts" is equal to first-class movie cutting. 75 to 80 cuts and 10 to 15 inserts in a half-hour.

"Mystery Is My Hobby" uses these techniques to perfect advantage. We think it's one of the best buys in television anywhere. Call us or Radio Sales.

THINGS pile up on us so fast that we were surprised to count 10 live cameras at KTTV. These are backed up by 3 film camera chains, a couple of 16 mm. projectors, 3 slide projectors and a balopticon.

KTTV's two new studios, 15 by 75 each (one with 300 audience seats), will be in use by the time you read this. These, plus our original 40 by 40 studio and permanent kitchen set, give a flexible staging space for any type show. And we do have a variety.

"VARIETY" looked over the field in its Showmanagement issue . . . and gave us a nice boost (only West Coast TV station, at that). Talked about our "firsts," like the Rose Bowl, Jack Benny, Edgar Bergen, "Pantomime Quiz," and Pasadena Playhouse. Thanks, Variety.

We're regularly scheduling other live, bright shows, too. Ask Radio Sales . . . they know.

KTTV
OWNED BY
LOS ANGELES TIMES—CBS
LOS ANGELES

TV WRITERS

League Sets Steering Group

NATIONAL COUNCIL of the Authors League has approved a recommendation that a national television committee be appointed to steer bargaining between the television industry and writers.

The recommendation that such a committee be formed was made at a recent conference on television attended by members of all branches of the Authors League, including the Radio Writers Guild, Television Writers Guild, Dramatists Guild, Authors Guild and Screen Writers Guild. When members to such a committee are appointed, it is expected that contract negotiations will be started.

Establishment of the committee was regarded as a device to overcome jurisdictional squabbles between the Screen Writers Guild on the West Coast and the other guilds, whose main strength is on the East Coast. The committee will be divided into two sections of equal strength, East and West Coast sections, but it is expected that any definitive action taken by the committee will require approval of both sections.

Creation of such a committee means that the Television Writers Guild, newest branch of the Authors League, will not start its union life as the sole bargaining agent for television, as was at first projected. TWG, however, is expected to take an active part in East Coast negotiations of the committee.

RADOX REPORTS

Issues Daily 'Box Scores'

RADOX, the electronic radio-TV measurement device operated by Sindlinger & Co. Inc., Philadelphia, now makes available its daily "box scores" on the activity of radio and TV sets within a cross-section of homes in a given area. Reports show in late July, 16% of "Radox homes" had TV sets. Increase, Mr. Sindlinger says, has been at the rate of about 1% a month.

The Radox Daily Report is in two parts differentiated by color—green for TV and white for radio. From comparing the two, it is possible to determine TV viewing with radio listening by stations for each 15 minute broadcasting period. As more and homes within a sampling area become TV homes, Radox will record listening and viewing habits in the ratings.

Plans Name Change

PROPOSAL to change the name of the Society of Motion Picture Engineers to Society of Motion Picture and Television Engineers will come before the 66th semi-annual convention of SMPE Oct. 10-14 at the Roosevelt Hotel, Hollywood. The name change recommendation was first disclosed at the SMPE spring meeting in New York.

PERCHED on the grandstand roof of River Downs Race Track, Cincinnati, Gene Schmidt gets prepared to call one of the daily races telecast by WKRC-TV Cincinnati as Cameraman Tom Gruber focuses his camera. Mr. Schmidt also has called the Kentucky Derby for the last five years.

TV SET OWNERS

Few in Apartments—Mautner

TELEVISION SET OWNERS among apartment house dwellers are extremely few in number, according to Leonard Mautner, president of Television Equipment Corp., New York. Mr. Mautner points out that of the approximate 700,000 television sets owned by New York metropolitan area residents, an estimated 40% belong to families in multiple dwellings. This percentage, says Mr. Mautner, is a comparative drop in the bucket when in New York City alone there are about 2,300,000 families, of which only some 330,000 live in one-family homes.

Mr. Mautner, whose firm manufactures the Telecoupler, a low cost multiple antenna installation setup, feels that the 40% figure will possibly decrease unless more landlords start erecting master antenna systems.

UHF TV Grants

EXPERIMENTAL UHF TV outlet was granted to Home News Pub. Co., New Brunswick, N. J., FCC reported last week. Station will use pulsed emission with power of 20 kw peak visual on 660-680 and 700-720 mc bands. Purpose is to obtain propagation data in that vicinity. Home News Pub. Co. is licensee of WDHN (FM) New Brunswick. License for UHF TV outlet was previously granted *Scranton Times*, Scranton, Pa., using pulsed emission, 5 kw peak visual, on 510-520 mc band. Initial tests will determine by field intensity measurements coverage to be expected in UHF TV band at Scranton. Earlier grant was made to WCTC for New Brunswick area [BROADCASTING, Aug. 15].

ACADEMY of Radio Arts, Toronto, Ont., will offer its second television study course, consisting of 20 lectures, this October.

INFORMAL TYPE

Comment OK'd in TV Poll

MAJORITY of TV listeners and viewers favor the informal type commentary for "on the spot" sports telecasts, according to a recent nationwide poll by General Manager Bob Venn of WTVJ (TV), Miami's lone video outlet.

Mr. Venn, who also manages WMIE, 10 kw Miami AM station, checked the opinions of program directors, sports directors and executives of 28 TV stations covering the nation from the West Coast to New England.

He summed up his survey as follows: (1) listeners in new TV station markets are at first critical of informal sports audio presentation to the point where they are prone to tune in an AM station for simultaneous oral comment; (2) this attitude changes as listeners become more experienced viewers and they then put approval on an informal oral delivery; (3) "small area" sports (boxing, wrestling, etc.) require less description and antagonism is created by AM oration; (4) sports such as baseball and football, which strain the camera capacity for complete coverage, do better with a type delivery more nearly like an AM presentation, and (5) the necessary amount of close description of the commentator varies in inverse proportion to the skill the camera crew develops in obtaining video details.

ARTICLE ON TV

Gives Home Fitting Ideas

AN ARTICLE on television—containing ideas to help the home owner fit a TV set into his home—is featured in the September issue of *Better Homes & Gardens* magazine.

Written by Walter Adams, *Better Homes & Gardens* staff writer, and E. A. Hungerford Jr., director of research and development for the U. S. Navy Special Devices Center, Sand Point, L. I., N. Y., the article gives answers to problems of where to put the receiver, what size screen to use, what kind of lighting to have and many other questions.

Detailed information and advice is given on comparing sets before buying, the kind of antenna to choose and the checking of reception possibilities in your home. A discussion of present TV and its future possibilities is included.

DuMont Offers Boxing

DUMONT TV Network is offering Teletranscriptions of weekly boxing bouts telecast by WABD (TV) New York, for use by affiliated stations across the country. Complete blow-by-blow descriptions are included, with deletions made only of such remarks as those that date the broadcast. Dennis James is the sportscaster.

XUM

Sure, Television's amazing

—and it's practical, too!

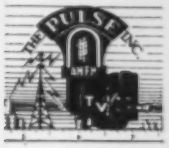
(TO SEE HOW PRACTICAL, TURN TO BACK PAGE OF PROGRAM SCHEDULE)

PM

SUNDAY

| | | |

		Sing-Copation L (E-M)	Skip Farrell Show L (E-M)	B. F. Goodrich Celebrity Time L (E-M)				
	Film Theatre of the Air			CBS-TV Week in Review				
	Philco Television Playhouse L (E-M) Starts July 17			Garroway at Large L (E-M)				
	Barn Dance L (E-M)							
	Philip Morris Tex & Jinx	People's Platform		Blues By Bargy	CBS-TV Newsreel			
	Colgate-Palm.-Peet Co. Colgate Theatre L (E) K (M)	Firestone		Miles Quiz Kids L				
		Movie Shorts F (E)			Co-op. Boxing (to midnite)			
	Gulf Oil Corp. We the People L (E)	Wesley		Blues By Bargy	CBS-TV Newsreel			
	Talent Jackpot (L) (N) (E-M)							
	P & G (F)	Pabst The Life of Riley						
				Co-op. Wrestling L (E-M)				
	Whitehall Pharmacal Armchair Detective	Blues By Bargy	CBS-TV Newsreel					
	Program Playhouse (L) (N) (E-M)	Boxing from Jerome Stadium						
	Kraft Foods Co. TV Theatre L (E-M)			Believe It or Not L (E-M)				
	6:9-25 Time-Life Crus. Europe F (E-M)	9:25-9:30 Pal Blades Pal Headlr.	Blind Date L (E-M)					
	Film Theatre of the Air			Blues By Bargy	CBS-TV Newsreel			
	Morey Amsterdam Show (Dumont Telesets)							
	Buick (Starts Sept. 12) Olson & Johnson L			U. S. Tobacco Martin Kane Private Eye				
	Bristol-Myers Break the Bank L (E-M)	Int. Cellucotton (Kleenex) Fun for the Money L (E-M)						
	This is Bway			CBS-TV Newsreel				
	Key to the Missing L (E-M) (N)							
	Bonny Maid Floor Show L	American Cig. & Cig. Big Story L		Gillette Fights L				Cheseborough Greatest Fights (F)
			Paul Whiteman's TV Teen Club L (E-M)					
	Film Theatre of the Air							
	Caralcade of Stars L (E-M) (N) K							
	Who Said That L (E-M)	Eddie Condon L		Three Flames L				



F-O-U-R WAY S-T-R-E-T-C-H

TELEPULSE samples are repretative of all TV families in the following ways:

- By economic level
- By geographical distribution
- By length of ownership
- By make of set

DISTRIBUTION OF THE JUNE N. Y. TELEPULSE SAMPLE BY MAKE OF SET

RCA	34.3
Philco	11.3
Du Mont	8.9
Emerson	6.9
Admiral	6.8
Crosley	4.8
General Electric	4.5
Others	22.5

TELEPULSE MARKETS

New York
Philadelphia
Chicago
Cincinnati

PULSE RADIO MARKETS

New York
Philadelphia
Chicago
Cincinnati
Boston
Washington, D. C.

FOR information about these or other Telefacts—

Ask The Pulse

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN

XUM

Small wonder advertisers are plunging into CBS-TV. Just the other day CBS-TV won top honors for programming, production and showmanship in Variety's showmanagement awards. New shows like Ed Wynn, Paul Winchell, Inside U.S.A., Ken Murray's Blackouts — established ones like The Goldbergs, Godfrey, Suspense and Studio One give CBS-TV its compelling power as a medium.

CBS-TV

DAYTIME TV

Good Selling Media—Gallery

"DAYTIME television's pioneering days are over; it's definitely got to be counted among effective selling media," Tom Gallery, sales director of the Du Mont TV Network, said Wednesday in telegrams informing advertisers and agencies of the New York Hooper-teleratings of 5.2 achieved by *Okay Mother*.

Telecast Monday-Friday, 1-1:30 p.m., on WABD (TV) New York, key station of the Du Mont network, *Okay Mother* is sponsored by Sterling Drug Inc. Program is part of the station's three-hour *Mid-Day Matinee* and Mr. Gallery attributes its high rating largely to the effects of this block-program sequence which was established the month before.

"*Okay Mother* was given full advantage of audience flow possibilities in this sequence," Mr. Gallery said, "and its rating sustains our belief that the proper type of program would guarantee a satisfactory daytime rating." He added that the 5.2 rating is remarkable not only for occurring in August when most ratings are low, but for comparing favorably with the nighttime August ratings of many sponsored TV shows.

"In view of these comparative ratings, daytime TV is obviously a far less expensive buy than nighttime TV," he said. "Generally speaking, time and talent on five daytime half-hours can be purchased for approximately the same amount as an average once-a-week nighttime half-hour on a full network basis. These ratings justify the resources, the confidence and the planning that Du Mont has put into the daytime hours, for they show that daytime TV, like daytime radio, can become the backbone of selling campaigns of many major advertisers.

TV SYMPOSIUM

Set For IRE Meeting

TWO - HOUR symposium on television will be held during the Western Regional meeting of the Institute of Radio Engineers, Aug. 30-Sept. 1, at Civic Auditorium, San Francisco. The meeting will be held jointly with the Pacific Electronic Exhibition.

Presiding at the TV symposium will be Royal V. Howard, consultant, who recently resigned as director of the NAB Engineering Dept. On the panel will be a group of San Francisco engineers, including Al Towne, KSFO and KPIX; Harry Jacobs, KGO-TV; Harold See, KRON-TV; Al Hyne, RCA; Alvin MacMahon, Pacific T&T; R. Al Isberg, KRON-TV.

THE Television Arts Institute of Philadelphia has purchased two iconoscope TV camera chains from Philco Corporation Equipment, formerly installed at Philco TV station WPTZ Philadelphia, will be used for training students at the Institute in TV program production.

Drawn for BROADCASTING by Sid Hix

"I don't care for television but I understand you serve delicious sandwiches and beer."

DAY-LONG SHOW

WRGB Telecasts Farm Feature

DAY-LONG telecast by WRGB (TV) Schenectady, N. Y., of the Berkshire County Farmers' Field Day at Adams, Mass., on Aug. 16 proved so effective a New York state woman shut off her receiver, climbed into her car and drove to Adams to watch the operations.

The GE outlet brought the all day feature to its viewers beginning at 9 a.m. Because Adams is outside the 50 mile radius usually allowed for satisfactory coverage, WRGB had to transmit the program by means of a two-hop relay. The outlet's mobile unit picked up the various demonstrations on soil and water conservation and good farming and transmitted them from a farm to a temporary relay tower on Mount Greylock. From Greylock, the program was beamed to the station's tower on top the Helderberg mountains, west of Albany, N. Y.

The program, featuring interviews by Farm Editor Bill Givens, included construction of a farm pond, farm equipment demonstration, moving and burying boulders, tearing up of stone walls and felling of giant timber.

ZOOMAR LENS

Six More TV Outlets Buy

SIX MORE television stations have purchased the Zoomar lens, bringing to 31 the total of stations currently using the lens for remote and studio productions. The new purchasers are WXYZ-TV Detroit WFBM-TV Indianapolis WTCN-TV Minneapolis KSTP-TV St. Paul KECA-TV Los Angeles and WOW-TV Omaha.

According to Jack Pegler, general manager of Television Zoomar Corp., New York, a new group of six Zoomar lenses, several of which have been spoken for, will be run in September.

AGENCY CONTEST

Offers $250 in Prizes

KUDNER AGENCY, for its client U. S. Tobacco Co., New York, is running a contest with prizes totaling $250 for the most unusual spot announcements about the *Martin Kane, Private Eye* television series. Contestants are the 21 NBC stations carrying the series.

The live spots must be limited to 20 seconds each. Several suggested spot dramatizations were included with the letter which announced a first prize of $150, second prize $75, and a $25 third prize. The show starts Sept. 1, Thursday, 10 p.m. on NBC-TV. The contest closing date is Aug. 31. It was decided to hold the contest rather than pay the $250 for a spot announcement film which was to have been sent to the stations with promotional material.

Vehicle-TV Banned

LATEST state to ban motor vehicles equipped with television sets from the highways is Massachusetts. Legislation to that effect was signed into law Aug. 22 by Gov. Paul A. Dever.

TV NO MORE

THAT industry habit of reading TV as television recently cost John Melville, radio director of Landell Co., Philadelphia, $18.50. Thinking a piece of pink paper, headed with TV and placed on his car was an advertisement for television, Mr. Melville dutifully tucked it into his pocket. Mr. Melville later was given a sharp reminder of paper in a notice from police court about an unpaid traffic fine. In Philadelphia, TV means Traffic Violation. Court fine is $18.50. Mr. Melville says he now refers to television as video.

TULSA VIDEO

Forum Starts Controversy

TELEVISION has become a controversial issue in Tusla, Okla. It developed following a TV forum conducted Aug. 11 by the Tulsa Chamber of Commerce which was presided over by William B. Way, vice president and general manager of KVOO Tulsa and president of the chamber.

Published reports of the meeting said Mr. Way adjourned the session when the point was raised that no local TV station representative had been asked to take part in the panel.

According to one report Mr. Way, who has been quizzical about TV's future, predicted first TV showings in the city would be disappointing because of lack of coaxial cable. He was quoted as saying he didn't want to talk down TV but couldn't make it jell in his mind because of high costs.

The *Tulsa Tribune* said Marie Helen Albarez, president of KOTV Tulsa, which expects to take the air in October, was not present and was not invited to speak. In subsequent issues reader letters to the paper criticized the chamber.

An editorial called the chamber session "one of the strangest programs ever presented." It concluded: "Perhaps it will be possible for the Chamber of Commerce to arrange other snappy programs by disinterested experts. Let's have local railroad representatives discuss the safety of air travel, or the president of the county medical society give a dissertation on Christian Science."

Agency For Businessmen

BUSINESSMEN seeking contracts with the military services now have a central directing service with the opening of a military procurement office at the Pentagon in Washington, D. C. New center is located in Room 3-D-773 near the River entrance. Phone number is REpublic 6700, Ext. 75321. Established at direction of Secretary of Defense Louis Johnson, office's chief function will be to direct businessmen to appropriate offices in Army, Navy or Air Force which may be in market for their products or services. Center will not assist in obtaining contracts, officials said.

General Manager

WANTED for

TV Station

MUST have highly successful managerial AM record with emphasis on sales management and organizational abilities. Only top caliber executives to be considered. All applications confidential.

Box 401C—BROADCASTING

XUM

MARSHALL GOLDBERG (l), star of the Chicago Cardinals professional football team, gives explanation of the format of *Cardinal Quarterback Club*, to be telecast on WBKB Chicago starting Sept. 27, to (l to r) Charles McCartney, television director, Carroll Dean Murphy agency; James F. Brown, station account executive; John Mitchell, station manager, and Kenneth Fox, advertising manager of Peter Fox Brewing Co., sponsor.

EXECUTIVES of the Roberts-Johnson Rand Division of International Shoe Co., St. Louis (Poll Parrot Shoes for children), meet in studios of KSD-TV to discuss plans for firm's sponsorship of *Howdy Doody*. L to r: S. Bland, J. T. Pettus, A. H. White, Frank Friend, E. Quigley and H. Donahue.

HOLDING the strings on new TV marionette serial *Adventures of Cyclone Malone* on KNBH (TV) Los Angeles are (l to r) Mgr. Harold J. Bock of NBC Western Div. TV, Pres. Ervin Hawkins of Curries Ice Cream Stores, sponsor; T. C. Gundelfinger Jr. of Curries and Agency head J. G. Stevens.

NEW remote truck of WWJ-TV Detroit, custom made to WWJ's specifications by the Ketels Mfg. Co., was delivered last month and used day following receipt at a baseball telecast from Briggs Stadium. Painted a fire engine red, the truck is 25 ft. long, 9 ft. 6 in. high and 8 ft wide.

KAY MULVIHILL (l), assistant promotion manager of KPIX (TV) San Francisco, and Shirley Wullschleger, of the sales department, tabulate mail received in response to currycomb offer by Dr. Ross Dog Food, sponsor of *Telenews* program. Sponsor renewed contract on strength of mail pull.

WICU (TV) TOUR

Staff Conducts Viewers

SOME TRICKY camera work was in order when the staff of WICU (TV) Erie, Pa., took television viewers on a tour of the studio.

Although the control rooms, projection and transmitter facilities could not be shown, Manager Roger Underhill said an effort was made to show the audience what goes on behind the scene in the studio.

The event took place during the show, *I Hear Music*, featuring Milt Munn and Don Lick. Coline Male, master of ceremonies, had Camerman Nick Lupino take the viewers through various phases of studio operation. Then staff members were shown operating lights, microphone booms, sound effects and other phases of TV production. In the opinion of Stanley Hess, director of the show, this was first attempt in television history to show the various studio employes at work.

NIGHT VIDEO

Audience Potential Shown

ALBERT E. SINDLINGER, president of Sindlinger & Co., Inc., operator of Radox, electronic listening measuring device, Philadelphia, reveals from a survey that Philadelphia TV stations are going off the air too soon during the hot summery weather, and are missing between 65 and 70% of the video audience.

Mr. Sindlinger discovered that from 7 to 8 p.m. not over 20% of the Philadelphia listening public have their TV sets turned on. From 8 to 10 p.m. the audience keeps building until from 60 to 65% are watching TV. But around 10:30 p.m., two of the three TV stations go off the air, only the one carrying night baseball remaining. The three stations are WFIL-TV, WCAU-TV and WPTZ. The Sindlinger survey started with the advent of Daylight Saving Time.

Mr. Sindlinger concluded that advertisers are missing a "gold mine" by not buying the late TV hours.

Phila TV Meet

PHILADELPHIA Assn. for Education by Radio will hold a television education conference April 20-21, 1950, at Philadelphia. Conference, the city's first, will be presented in conjunction with Schoolman's Week of the U. of Pennsylvania. Samuel Serota of WIP Philadelphia is committee president. Others include Ruth Weir Miller (WCAU-AM-TV), Armand L. Hunter (WFIL-AM-TV), Frederick Gruber (U. of Pennsylvania), William Galleher (KYW), R. V. Tooke (WPTZ), Margaret Mary Kearney (Philadelphia Public Schools), Martha A. Gable (Philadelphia Public Schools), Allen H. Wetter (Philadelphia Public Schools).

TV ADVERTISING

Meredith Reviews Studies

TV WILL impinge on all advertising but will benefit rather than harm other media, in the opinion of the Meredith Publishing Co. Research Div.

In a 36-page brochure reviewing the findings of many TV studies, the company foresees a "healthy development" in the use of television to complement magazine and newspaper advertising.

TV will make much heavier inroads on the time people in pre-TV days gave to other forms of entertainment than on their reading of service content such as appears in its own magazines, the publishing firm believes.

Conceding television will change the pattern of the American family as it takes the place of "outside distractions," the survey says consumers will continue to go to the old services for "how to" information. It adds that technical, educational and other "must-read" publications will not be affected as much as fiction, pulp magazines and comic books. "Television, alone, cannot meet all the needs of the American family," the survey concludes.

WMBR-TV PLANS

Buys GE 5 kw Equipment

SHIPMENT of 5 kw low channel television transmitter, its operating console and studio equipment has been made to WMBR-TV Jacksonville, Fla., according to Paul L. Chamberlain, sales manager for General Electric Co.'s transmitter division.

WMBR-TV, owned by the Florida Broadcasting Co., will broadcast test patterns beginning Sept. 15 and the station plans to open officially Oct. 2 with local programs on Channel 4. Complete transmitter and studio equipment were purchased from GE.

Dry-Gulched

TV REJUVENATION caused Bill (Hopalong Cassidy) Boyd, 30-year veteran of the screen, to be trapped in an Oklahoma City department store Aug. 15 by 35,000 boisterous youngsters when a crowd of only 300 to 400 youngsters was expected. Scheduled for a two-hour appearance at John A. Brown Co.'s auditorium, Hopalong was to pass out lucky pieces to his little idols. But the weekly showing of the *Hopalong Cassidy* films over WKY-TV Oklahoma City took its toll when the youngsters outmaneuvered the police guard and overturned showcases in the rush to greet the silver-haired western star. Result was "Hopalong" made his getaway in a police car.

XUM

'TOAST OF THE TOWN'

Tops in ARB Three-City Survey

AMERICAN RESEARCH BUREAU, Washington radio and television audience measurement firm, has released a list of the 10 TV programs most popular during the week Aug. 8-15. *Toast of the Town* led all other shows in the three-city survey covering Washington, Baltimore and Philadelphia.

Information was secured by placing especially designed "viewer diaries" in a cross-section of 450 homes in each city. Interviewers instructed each family how to keep accurate records of their TV viewing and 80% recovery was reported by the bureau.

Top shows for the week for the three cities measured:

WASHINGTON

1. Toast of Town	38.6
2. Summer Playhouse	36.5
3. Olson and Johnson	31.0
4. Stop the Music	30.8
5. Break the Bank	29.3
6. Frontier Theatre	27.5
7. Blind Date	25.3
8. Hopalong Cassidy	25.0
9. Crusade in Europe	23.1
10. Baseball (Tues.) / Amateur Hour	22.2 / 22.2

BALTIMORE

1. Toast of the Town	48.7
2. Olson and Johnson	43.6
3. Stop the Music	35.5
4. Wrestling—WMAR—Tues.	35.5
5. Summer Playhouse	33.8
6. Break the Bank	32.2
7. Godfrey and Friends	32.0
8. Super Circus	29.6
9. Amateur Hour	28.6
10. Cavalcade of Stars	27.7

PHILADELPHIA

1. Toast of the Town	45.1
2. Olson and Johnson	37.6
3. Stop the Music	33.7
4. Amateur Hour	31.2
5. Children's Hour	30.1
6. Summer Playhouse	29.8
7. Baseball—WFIL—Tues.	29.4
8. & 9. Frontier Playhouse / Band at Sunset Beach	29.2 / 29.2
10. Miss Philadelphia Contest	28.9

NOTE: In many cases, different competition greatly changed the rating of programs seen in more than one city.

WFMY-TV PROMOTES

New Outlet Lists Services

WFMY-TV Greensboro, N. C., is distributing a pamphlet entitled *Television Comes to Our Town*, in which are listed the various types of programs presented over the new video station.

List includes entertainment, drama, news, variety, education, music, puppet shows, comedy and local events.

Using the slogan, "The first station in the Carolinas with live television," WFMY-TV took the air Aug. 18 [BROADCASTING, Aug. 22]. Operation uses 1670 w radiated video power and 835 w sound on Channel 2 and its network service via film includes NBC, ABC, CBS and DuMont.

Cornish To Petry

WILLIAM A. CORNISH, formerly with the DuMont TV Network and WABD (TV) New York, its key outlet, has joined the television sales staff of Edward Petry & Co. Inc., station representative. He will headquarter in New York.

PRODUCTION of ten-inch tube television receivers has been discontinued by Magravox Co., Fort Wayne, Ind., because of its conviction that 12½ inch tube sets can now be manufactured at comparable cost.

NEW TRANSMITTER

Nears Completion at WFIL-TV

NEW WFIL-TV Philadelphia transmitter building, scheduled for completion in early September, is expected to improve TV service to an estimated four and one-quarter million persons in the metropolitan area. A 75-foot, three and one-half ton antenna was erected Aug. 22 in the Roxborough section of the city atop a 570-foot steel tower, with the total mean rise above sea level at 909 feet.

The five-section, super-turnstile antenna, appreciably strengthening WFIL-TV's video signal, contains de-icing equipment, a feature designed to guarantee clear picture for viewers during winter months. Another technical advance is the transmitter tower's newly-designed micro-wave mounts which lend themselves to remote control for wider telecast pickup. It is believed WFIL-TV is the first station nationwide to apply this process. The station, in its second year of telecasting, serves as a Philadelphia outlet for ABC and DuMont and originates for the former network, the Paul Whiteman TV *Teen Club*.

Agencies Enfranchised

SIXTY-THREE advertising agencies in the radio and television field have been enfranchised by the Canadian Assn. of Broadcasters for 1949-50. The list includes 11 United States agencies with offices in Canada and one British agency with an office in Canada. The U. S. advertising agencies now represented in Canada are:

Atherton & Currier, Toronto; Benton & Bowles, Toronto; Dancer-Fitzgerald-Sample (Canada) Ltd., Toronto; D'Arcy Adv. Agency, Toronto; Erwin Wasey of Canada Ltd., Toronto; Grant Adv. (of Canada) Ltd., Toronto; Hutchins Adv. of Canada Ltd., Toronto; Kenyon & Eckhardt Ltd., Montreal; Ruthrauff & Ryan, Toronto; J. Walter Thompson & Co., Toronto and Montreal; Young & Rubicam Ltd., Toronto and Montreal.

What Chicago Television station...

...has more local programming?

...has more local commercial business?

...is on the air more than any other?

Who else but **WGN-TV**

In June only 12% of WGN-TV's programming was network. At the same time 67% of all programming was commercial. These figures indicate our strength locally and nationally. WGN-TV is first in number of hours of programming . . . and intends to hold that lead.

WGN-TV is increasing its great audience-building sports coverage this fall in addition to originating a great array of local commercials. This, together with a line-up of Dumont originated programs, means WGN-TV will have more to offer an advertiser than any other station.

So, Mr. Advertiser, don't buy less than the best in Chicago. Buy the station that's TOPS . . . in local programming . . . in technical equipment . . . in commercial time . . . in sports coverage—WGN-TV in Chicago where Channel 9 is more than a number—it's a habit.

DUMONT WGN-TV CBS

CHANNEL 9 · CHICAGO

Telestatus

Types of Sponsors During July

(Report 74)

TELEVISION advertising in July, running head on into the usual barrage of summer layoffs, took a downward turn in the number of advertisers using network, spot and local time. The number of network advertisers dropped from 54 in June to 42 for July, with dollar volume going down from $936,087 to $721,336 [BROADCASTING, Aug. 22].

The number of spot users declined from the near record high of 324 in June to 299 for July. Local advertisers went down 27 to 1,028 for July, according to figures supplied to BROADCASTING by the N. C. Rorabaugh Co., publisher of the monthly *Rorabaugh Report on Television Advertising*. Network figures are complete for the entire month of July, information being supplied by the networks. Spot and local figures do not include two stations and cover the test week of July 3-9.

Only six of the 38 television markets showed an increase in the total number of advertisers for July. Rochester, a new market, is included in this six and started with 23 accounts. San Francisco added eight new advertisers for a July total of 48. Columbus, Indianapolis and Minneapolis-St. Paul each added a total of four new accounts and Oklahoma City had three more accounts in July than it did in June (Table II).

The greatest loss in the total number of advertisers was recorded in Los Angeles. The six station market dropped 42 accounts from June for a total of 170 in July—still retaining its lead, however, with the largest number of advertisers. New York remained in second place with 167 advertisers although it lost 37 from June. The 144 advertisers using the three stations in Philadelphia put this market in third place followed by Chicago which had 133 advertisers in July on its four television outlets.

Three other cities also were in the over-100-advertisers category. Washington had 123 accounts, having lost 25 from the 148 recorded in June. Detroit recorded 114 advertisers for the month and Baltimore, on the basis of incomplete reports in the spot and local field, also had 114 accounts. These seven cities with over 100 advertisers in July are compared to nine cities in June.

Despite the general dropoff of television business in July, there are several encouraging factors to be considered. There is still more business overall than there was several months ago—more business than would be indicated for the few stations that have come on the air in that time. In the network field many shows are merely on a summer hiatus, a condition which is expected in the industry. Despite this usual trend, Philco Corp. started its *Philco Summer Playhouse* July 17. For three broadcasts on 21 stations during the month the radio and TV firm expended $22,800.

In the spot field, despite the drop in the number of advertisers from June, there were 45 newly active accounts. Although most of these were one and two station deals, Oldsmobile Div. of General Motors started a schedule on 30 stations. It is wise also to remember that the number of advertisers is not indicative of the amount of business they place. Brown & Williamson Tobacco Co., for instance, placed business on only two stations in June. In July this schedule was increased to 23 stations. In the number of spot advertisers this firm is counted only once for both months.

Local business, in general, moved along in July at a fairly steady pace. Although a total of 27 accounts were lost between June and July, this averages less than one account per market. Considering 66 reporting stations for July, the drop in local business is not serious in general.

Food and Food Products advertisers continued to be the leading user of television time in July (Table I). On an overall basis, the number of accounts rose from 219 in June to 221 in July. Network and spot business dropped slightly in this field but locally there were 21 new firms placing business.

In the category of Household Furnishings, Equipment & Supplies there were 172 active accounts in July, making this classification the second largest for the month. Although there were slight declines in network, spot and local business, the number of accounts compared favorably with the month before.

Automotive, Automotive Accessories & Equipment, in third place in the number of accounts in June, picked up three accounts for the month and retained its third place rating in July. There were 165 such advertisers for July with the biggest increase in the local field.

A small decline in the overall number of radio advertisers was recorded for July. Network users held steady with four while spot dropped one account and local business lost two accounts. The total, however, was 139 advertisers to keep the classification in fourth place.

Although there were only four network advertisers in this classification during July they spent slightly over 20% of the entire sum for network telecasting. Spot business was not very prominent but local dealers backed this classification heavily, most of them extending their effort to the sale of television sets. Almost every market had at least one local advertiser backing the sale of TV sets and in New Haven, Conn., 6 of the 11 local accounts were in this field.

Definite trends in the types of advertisers also are evidenced in several other markets. Detroit, for instance, has 15 of its 45 local advertisers promoting the sale of automobiles, either new or used. Erie, Pa., is a restaurant advertising town with 14 of the 33 local TV advertisers backing eating establishments. In Salt Lake City the emphasis is on furniture, home appliances and other high-priced, durable goods.

TABLE I

NUMBER OF ADVERTISERS BY PRODUCT GROUP

	Network	Spot	Local	Total
1. Agricultural & Farming	—	2	1	3
2. Apparel, Footwear & Accessories	—	8	63	71
3. Automotive, Automotive Accessories & Equipment	7	9	149	165
4. Beer, Wine & Liquor	1	90	9	100
5. Building Materials, Equipment & Fixtures	—	—	30	30
6. Confectionary & Soft Drinks	2	20	23	45
7. Consumer Services	—	2	91	93
8. Drugs & Remedies	1	4	5	10
9. Entertainment & Amusements	—	—	20	20
10. Food & Food Products	7	64	150	221
11. Gasoline, Lubricants & Other Fuels	1	7	8	16
12. Horticulture	—	—	2	2
13. Household Furnishings, Equipment & Supplies	3	21	148	172
14. Industrial Materials	—	1	—	1
15. Insurance & Banking	—	4	52	56
16. Jewelry, Optical Goods & Cameras	—	9	21	30
17. Office Equipment, Stationery & Writing Supplies	—	—	2	2
18. Publishing & Media	1	1	19	21
19. Radios, Phonographs, Musical Instruments & Accessories	4	10	125	139
20. Retail Stores & Shops	—	—	63	63
21. Smoking Materials	5	11	2	18
22. Soaps, Cleansers & Polishes	2	10	3	15
23. Sporting Goods & Toys	1	—	15	16
24. Toiletries	7	16	4	27
25. Transportation, Travel & Resorts	—	3	10	13
26. Miscellaneous	—	7	13	20
TOTAL	42	299	1,028	1,369

* * *

TABLE II

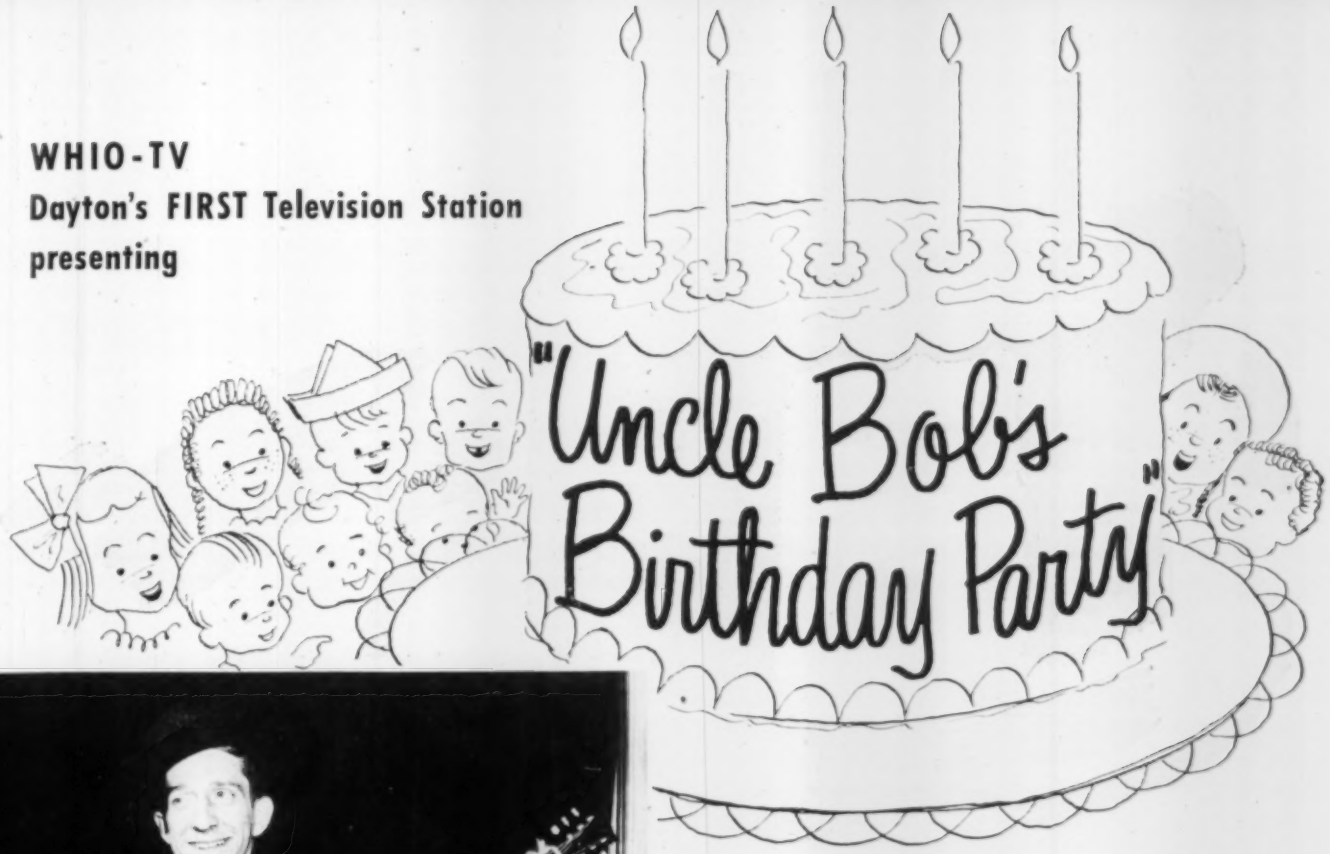
NUMBER OF ADVERTISERS BY MARKETS

Markets Covered	Reporting Stations	Net.	Spot	Local	July Total	June Total	Gain or (Loss)
Albuquerque	1	3	—	—	—	—	—
Atlanta	2	12	11	28	51	59	(8)
Baltimore*	2	41	22	51	114	126	(22)
Boston	2	39	24	35	98	113	(15)
Buffalo	1	26	18	42	86	102	(16)
Chicago	4	33	46	54	133	149	(16)
Cincinnati	2	12	30	30	72	96	(24)
Cleveland	2	34	24	22	80	96	(16)
Columbus	1	6	20	13	39	35	4
Dayton*	1	12	16	18	48	53	(5)
Detroit	3	34	35	45	114	131	(17)
Erie	1	20	9	33	62	50	12
Ft. Worth-Dallas	1	8	12	9	29	37	(8)
Houston	1	8	9	4	21	30	(9)
Indianapolis	1	3	8	13	24	20	4
Lancaster	1	13	8	20	41	29	(12)
Los Angeles	6	15	47	108	170	212	(42)
Louisville	1	10	8	9	27	38	(11)
Memphis	1	13	10	31	54	60	(6)
Miami	1	6	5	26	37	40	(3)
Milwaukee	1	24	16	38	78	89	(11)
Minn.-St. Paul	2	10	18	15	43	39	4
New Haven	1	18	20	11	49	58	(9)
New Orleans	1	9	12	11	32	40	(8)
New York	6	42	79	46	167	204	(37)
Oklahoma City	1	3	4	7	14	11	3
Philadelphia	3	41	48	55	144	171	(27)
Pittsburgh	1	24	7	20	51	64	(13)
Richmond	1	24	5	9	38	47	(9)
Rochester	1	12	4	7	23	—	23
Salt Lake City	2	8	6	27	41	44	(3)
San Diego	1	1	7	24	32	32	—
San Francisco	2	7	19	22	48	40	8
Schenectady	1	28	6	14	50	64	(14)
Seattle	1	10	6	12	28	34	(6)
St. Louis	1	26	17	14	57	70	(13)
Syracuse	1	7	4	7	18	17	(1)
Toledo	1	20	10	38	68	74	(6)
Washington	4	41	24	58	123	148	(25)

Note: Those advertisers who bought both network and national-regional spot time are counted twice in the "Total" columns. Those Network advertisers sponsoring more than one show in a given market are counted once in the "Network" columns.

* National-Regional Spot and Local-Retail figures for the Baltimore and Dayton markets are not complete because one station in each market is not included in this report. Network figures for all markets, including Baltimore and Dayton, are complete because network data are reported by the networks in New York—all four of which are cooperating with the report.

WHIO-TV
Dayton's FIRST Television Station
presenting



FIRST Children's Television Studio Participation Show in Dayton, Ohio. Tops in Popularity!

• Children are ever fascinated with birthdays . . . their own, and everyone's else. This fascination, plus "Uncle" Bob Campbell's showmanship, account for the steadily mounting popularity of "Uncle Bob's Birthday Party," the *first* children's television studio participation show in Dayton.

"Uncle Bob's Birthday Party" is a real life party for children having their birthday during the week of the show. "Uncle" Bob interviews the celebrants, plays musical chairs, pin-the-tail-on-the-donkey, and other birthday party games, then as a grand finale he slices a delicious birthday cake for the youngsters.

If you have a product which appeals to children, a good TV-time-buy for you is "Uncle Bob's Birthday Party." Contact your nearest Katz representative for details.

WHIO TV
DAYTON, OHIO
AM • FM • TV

Represented nationally by
The Katz Agency, Inc.

REDS' TELECAST

Not Opposed by Ball Club

THE CINCINNATI REDS baseball club disclaimed the report that it opposes the telecasting of baseball and reiterated its position of watchful waiting.

That position, Gabriel Paul, assistant to Warren Giles, club president, told WCPO Cincinnati Manager Mortimer C. Watters, was to accept TV as a "promotional vehicle" rather than as a competitor. Mr. Paul pointed to Mr. Giles' statement last winter that the Reds would permit the telecasting of every game at Crosley Field. In contrast, he said, only 34 games were permitted over TV with home Sunday games and half the night games not telecast.

Mr. Paul, who noted writers of the circulated reports "had Cincinnati confused with some other team," declared: "Television has not become our whipping boy. We have no complaints. Considering the performance of the team, the attendance has been very satisfactory." Last winter, Mr. Paul said, President Giles announced he would agree to telecasting on a yearly basis.

LARGE-SCREEN TV is drawing Sunday evening audiences as high as 2,300 at Woodside Park, Philadelphia, reportedly first amusement park to inaugurate life-size TV programs as free attraction to patrons.

UNIQUE FILM BOOKING

US Rubber Offering Gets 34 TV Outlets

BOOKING by 34 television stations of a film produced by Emerson Yorke Studio, New York, and released to U. S. Rubber Co., has been announced by its studio president, Emerson Yorke, who is acting in the unique capacity of booking agent for the rubber firm.

The two-reel sound film, "International Airport," a documentary on New York's 5,000-acre air transport center, was offered to television stations free of charge in one "invitational mailing." As requests for the film were received, Mr. Yorke referred them to U.S. Rubber, which sent photostat copies of Mr. Yorke's release as its release to the video bookers. U.S. Rubber pays for any extra prints required for distribution of the film.

Charles Durbin (l), advertising manager of U.S. Rubber Co., New York, and Mr. Yorke inspect the film "International Airport."

Raytheon TV Sets

RAYTHEON Mfg. Co., New York, has announced that it will introduce its 1950 line of television receivers on a national basis. The 1949 sets have been distributed only in selected test markets. Nine basic models constitute the new line, and range in price from $129.95 to $339.95 for tube sizes from seven to 16 inches.

NEW RATE CARD

Released by WTMJ-TV

WTMJ-TV, *Milwaukee Journal* video outlet, has released Rate Card No. 5, effective Oct. 1, 1949. Advertising charges range from $45 for a 20-second slide or film to $350 for a full hour, with studio, transmitter and film facilities included in rates.

One-minute category is broken down into $55 for slide, film or card and $65 for live, both including facilities, excepting two programs—*Grenadiers* and *What's New.*

Other classifications: 5 minutes, $87.50; 10 minutes, $122.50; 15 minutes, $140; 20 minutes, $175; 30 minutes, $210; 40 minutes, $262.50; 45 minutes, $280, and 60 minutes, $350. On its previous rate card the station listed daytime advertising charges ranging from $25 for one minute to $150 for the full hour, and from $50 for one minute to $300 for a full hour at night.

New base rates cover Monday through Friday, from 6 to 11 p.m.; Saturday and Sunday, 1 to 11 p.m., and Monday through Friday, 5 to 6 p.m., at three-fourths the base charges, with all other periods at one-half the base charge.

N. Y. TV SURVEY

Most Sets Used 8-9 p.m.

SURVEY conducted among TV set owners in New York who have owned sets for six months or longer reveals that heaviest use of sets is between evening hours of 8 and 9 with 95%. Next highest is 90% 9-10 p.m., followed by 75% tune-in between 6 and 7 p.m. Greatest daytime tune-in is 65% 4-6 p.m.

Favorite days for viewing are Saturday (13.5%), Sunday (12.5%) and Wednesday (9.9%). Tuesday is most popular evening with 35%, followed by Sunday (26.6%) and Wednesday (8.1%).

Results of survey were announced by Hugo Wagenseil & Assoc. of Dayton, Ohio.

MOVIE TV

FCC Hearing Plans

THE FILM industry as a whole will be represented in presenting theatre television's case to the FCC.

That became a certainty when the Motion Picture Assn. of America's board of directors instructed its organization to petition the FCC for hearings to reserve channels for large-screen video service. Head of the MPAA is Eric Johnston.

Already the Society of Motion Picture Engineers has taken considerable leadership in theatre television allocation problems. On Sept. 2, it, together with 20th Century-Fox and Paramount Pictures, is to file with FCC answers to six allocation problems [BROADCASTING, July 4]. Working with SMPE are the Theatre Owners of America and a good part of various phases of the moving picture industry. With MPAA joining in, virtually all important segments of the industry will be represented at allocations hearings.

The MPAA board asked a subcommittee of its video committee to prepare whatever briefs and papers are necessary for presentation at the FCC hearings. On the subcommittee: Edward T. Cheyfitz, secretary of MPAA's television committee and chief aide to Mr. Johnston; Frank Cahill, Warner Bros.; Theodore Black, Republic Pictures, and, as ex-officio members, Jack Cohn of Columbia Pictures and Sidney Schreiber, MPAA general counsel.

VIDEO MANUAL

For Average Viewer

TELEVISION WORKS LIKE THIS. By Jeanne and Robert Bendick. New York: McGraw-Hill Book Co. Inc. 62 pp. $1.75.

JEANNE and Robert Bendick's new book, *Television Works Like This*, is a volume for the non-technical people who just want to know what television is all about. In it, the Bendicks combine full knowledge and long experience in television with the ability to illustrate factual material in simple drawings that are readily understandable.

Television Works Like This presents the entire behind-the-scene story of this magic new medium of communication.

SRDS Section

BEGINNING Oct. 1, *Standard Rate & Data Service* will publish a monthly section for television buyers, separate from the present combined radio and TV rate and date listings, according to Publisher Walter E. Botthof. Mr. Botthof says the new section will include enlarged rate and data listings of all commercially operating TV stations, together with listings of those soon to go on the air, and also will provide all regular subscriber service features of other SRDS sections.

CBS AFFILIATE REPRESENTED BY THE KATZ AGENCY

CBS Color

(Continued from page 53)

color TV converters for black-and-white sets, or color receivers. Comr. Jones requested from Dr. Stanton details of rejection including dates when orders were placed by CBS, and the number of units ordered.

Radio Mfrs. Assn. withheld comment pending completion of studies of the problem by various subcommittees comprising engineers and manufacturing factory personnel.

Comr. Jones also sought full data on licensing agreements negotiated by the network and manufacturers licensed to construct or manufacture TV transmitters and receivers pursuant to CBS patents, including financial considerations, names of firms, terms of agreement and a copy of standard provisions contained in the contracts.

He continued:

. . . We also discussed the advisability of having between 25 and 100 (depending upon the difficulties of getting them produced in the time within which this may be accomplished) color television converters for black-and-white television sets available at various and sundry locations to simulate as many of the conditions as are present for color television reception in private homes with the sets operated by the ordinary layman and receiver owner rather than CBS, FCC or other engineers. Although 28 days have elapsed since the Commission requested you by telegram to have available for Commission and staff observation as many converters or color receiving sets as possible, there were none available to my knowledge on the 17th, 18th and 19th of August for the color television demonstrations in Washington, D. C. and Baltimore, Maryland. There is still over a month remaining before the Sept. 26 hearing with reference to television standards, black-and-white and color on UHF and VHF, will commence. You stated this morning that it was not the intention of CBS to furnish any converters or color television sets for any color television transmission demonstration because of the prohibitive cost. I assume you meant even in New York. We disagreed as to the cost for such convertors and/or color television receivers, and you proposed to send a cost analysis. When you send such cost analysis, will you please break it down into cost by units and parts, respectively.

My inquiry as an individual Commissioner is for the purpose of ascertaining the relative economic cost of the experimenting the Commission has requested as compared with the financial ability of the industry to supply the Commission with the information it desires in the public interest.

Sen. Johnson called upon the Commission anew to "brook neither delay nor interference" in its efforts to obtain "every available and ascertainable fact" looking toward a fair and full demonstration of the progress and practicality of color at its forthcoming hearings. He cited FCC's duty under Sec. 303(g) of the Communications Act.

He told FCC Vice Chairman Paul Walker that Comr. Jones' questions are "vital" and the data requested of CBS is information the Commission "should have." The chairman of the Senate Interstate & Foreign Commerce Committee further observed:

"It is tragic that so great a development as color television—far superior to black-and-white—should be blocked arbitrarily by selfish interests. I regret that the very interests which have been most active in pushing [it] suddenly have become very cold to further efforts in this direction. Neither I nor other members of this committee who have discussed the subject with them can comprehend their stated reasons."

Stressing his concern over the CBS-Comr. Jones communications, Sen. Johnson felt the "plain" implications are that "the people who know most about color, who have aided greatly in its development and whose equipment has produced remarkable demonstrations of the practicality of color, are reluctant to make the kind of showing at the forthcoming television hearings which will prove conclusively that color is here now and that standards can be promulgated for its commercial operation."

The radio-minded legislator characterized the recent CBS-Smith Kline & French color demonstration [BROADCASTING, Aug. 22], which he attended, as a "tremendous advance in television." He also noted that the National Bureau of Standards color TV committee, working with the Senate Commerce group, will issue a report that "will make impossible again the action taken by the Commission at the last television hearing when it shut the door on television progress."

In his letter to Dr. Stanton, Sen. Johnson noted the large sums invested by CBS in color TV research and for the network's progress in the art, but added pointedly: "The reluctance to show (FCC) the facts by those who know most about color and who can most effectively demonstrate its development disturbs me."

He told the CBS president that color video is "certain" to eliminate financial loss on the part of television pioneers and that "no one who sees color is ever going to be satisfied with ordinary black-and-white television again."

Sen. Johnson commended Comr. Jones for his position and said he is certain FCC Commissioners will launch the September TV hearings "with an open mind, not only anxious to hear and see all the facts but they will insist that all the facts be presented to them."

With respect to the economic feasibility of color television, Sen. Johnson observed:

. . . Based on known demonstration, the plain facts are television licensees can broadcast color signals for comparatively little additional capital investment over present equipment for black-and-white and with no additional operating cost; every television receiving set now in the hands of the public can be equipped at a relatively modest cost with a convertor or adaptor to pick up color signals. Moreover, if the Commission were to give the go-ahead signal for color, receiving-set manufacturers would know with certainty that receivers hereafter manufactured should be equipped for color television reception and an additional market for sale of convertors would be immediately created. To stall, to procrastinate, to wait merely means that the great buying public of America would be required to continue to buy black-and-white receiving sets which eventually will require convertors. The Commission knows that one day it will authorize color; why wait? Who is going to be harmed by authorizing it if after your September hearings you have actual evidence that color television is a workable and practical art.

. . . The Commission, I am sure, is not going to allow itself to be swayed by a few selfish interests, regardless of how powerful they may appear to be. The radio manufacturers who are seeking to slow up the advance of science, and throw road blocks in the way of progress, appear to be motivated by selfish financial reasons. Moreover, compared to the millions of people who will benefit from and enjoy this new development radio manufacurers are few indeed. Nor should the Commission overlook the fact that television licensees themselves will find color television an economic boon; those who are pioneering television are taking heavy losses in its installation and operation deserve your sympathetic consideration. All of them agree that the use of color will expand advertising revenues so rapidly for them that the red-ink days of television will quickly disappear.

H R & P EXPANDS

Dickinson, Layman Added

CURRENT rapid expansion in New York and Chicago activities by Harrington, Righter & Parsons Inc. highlights plans for larger headquarters and additional staff members, the television advertising firm announced last week.

The firm has contracted for more space at 270 Park Avenue, New York and an office has been opened in the Tribune Tower in Chicago [BROADCASTING, Aug. 22].

New members of the firm are John F. Dickinson and Carroll R. Layman. Mr. Dickinson resigned as eastern sales representative of Paramount Television Productions Inc. to join Harrington, Righter & Parsons as an account executive. Since discharged from the Navy in 1946 with the rank of lieutenant, Mr. Dickinson has sold television in the national field for KTLA (TV) Los Angeles and WBKB (TV) Chicago under the supervision of George Shupert, director of commercial operations at Paramount.

Mr. Layman is the newly-appointed sales representative of the firm in Chicago. He formerly was associated with ABC as a TV salesman and was with Grant Advertising Inc. in Miami as an account executive.

A BIG DEMAND

TV Sells Beer Cooler

AFTER demonstration of a $3.95 portable beer cooler on two wrestling telecasts via WTMJ-TV Milwaukee, A. Gettelman Brewing Co. reports sales totalling 650. The coolers, used mainly on picnics and for outings, previously had a limited distribution in the area.

After the first TV commercial, however, response swamped the firm and it started selling coolers in the brewery lobby. Gettelman also added many new distributors. No other advertising was used. Business was placed through Scott Inc., same city. The brewery has sponsored wrestling on WTMJ-TV since the station took the air in December 1947.

GOOD COMPANY

And Where to Find It in Los Angeles TV

The big stars, the big shows, the big national advertisers will be on KNBH this fall. The list of programs already scheduled is a veritable television blue book:

•

American Cigar & Cigarette's
THE BIG STORY

Buick's FIREBALL FUN FOR ALL
with Olsen & Johnson

CHESTERFIELD SUPPER CLUB

CHEVROLET ON BROADWAY

Crosley's WHO SAID THAT?

Firestone's AMERICANA

KRAFT TELEVISION THEATRE

Lever Brothers' THE CLOCK

Mohawk's MORTON DOWNEY
and ROBERTA QUINLAN

Old Gold's
ORIGINAL AMATEUR HOUR

Pabst's LIFE OF RILEY

PHILCO TELEVISION PLAYHOUSE

RCA's
KUKLA, FRAN AND OLLIE

TEXACO STAR THEATRE
with Milton Berle

U. S. Tobacco's PRIVATE EYE

•

Good company—great entertainment—and solid assurance that Southern California TV viewers will be with KNBH! Take advantage of this ready-made audience . . . your nearest NBC Sales office will tell you how!

The National
Broadcasting Company
Sunset and Vine, Hollywood 28

A Service of
Radio Corporation of America

Film Report

LARRY FINLEY Productions, Hollywood, begins production immediately of series of 13 quarter-hour television films entitled "I Was Born in Texas," for *Lynn Starr Sportswear*, Beverly Hills. Films feature satirist Hope Emerson. . . . **Kling Studios**, Chicago, has started production on three one-minute film commercials for **Reddi-Wip**, canned whipping cream, for **Ruthrauff & Ryan**, same city. . . . **Warren Best** of **Tressel Television Productions**, Chicago, will be puppeteer for *The Adventures of Uncle Mistletoe*, which returns to WENR-TV Chicago Sept. 5. Uncle Mistletoe puppet was made by that firm.

IMPPRO Inc., Los Angeles, producing series of 26 half-hour combination live and film TV shows, *Understanding Inc.*, based on stories of that name by **Lee J. Hewitt**. Series to be kinescoped for eastern telecasting. . . . **Roche, Williams & Cleary**, Chicago, preparing series of TV film commercials for **Studebaker Corp.** and **Revere Camera Co.** Spots will be telecast in national markets. Production firms not yet chosen. . . . **Ford Dealers Advertising Committees**, New York, will sponsor TV film version of Big Ten football games in Chicago. Partial network may be used. Agency: **J. Walter Thompson**.

Vance Van Dine joins **F. W. Gabourie & Assoc.**, Los Angeles, marketer and distributor of television film. Following two months in Los Angeles office, Mr. Van Dine will open branch office in New York. . . . **Telenews—INS** daily and weekly newsreel to be shown on WBEN-TV Buffalo and WMBR-TV Jacksonville, Fla. This brings to more than 30 number of TV market areas using reels. Weekly newsreel telecasts on WBEN-TV Buffalo will be sponsored by **Manufacturers and Traders Trust Co.**, that city. WMBR-TV to start operations this month will use both weekly and daily reels.

Jerry Fairbanks Productions, Hollywood, producing series of animated TV film commercials for **C. H. Masland & Sons**, Carlisle, Pa. (rug firm). Agency, **Anderson, Davis & Platte Inc.**, Chicago. . . . **Courtesy Motors Co.**, Chicago, Hudson dealer, will sponsor 13 WPIX New York feature films on WGN-TV Chicago starting Aug. 28. Agency: **Malcolm-Howard**, Chicago. Station has exclusive telecasting rights in that city.

. . . **Bruce Ellison** joins writing staff of **Jam Handy Organization**, Detroit. He will aid in preparation of film scripts and printed matter. . . . **Mini-Films Inc.**, Los Angeles, making series of six one-minute TV film spots for **Wine Growers Guild** (Guild Wines), San Francisco. Agency: **Honig-Cooper Co.**, same city.

Parker Pen Co., Janesville, Wis., has started TV spot test campaign on all four Chicago stations, with sales results to determine future expansion. Twenty-second and one-minute spots are telecast twice weekly on each station for 26 weeks. Agency: **J. Walter Thompson Co.**, Chicago. Films produced by **Wilding Pictures**, same city. . . . **Telenews-INS** daily newsreel aired by KSD-TV St. Louis now sponsored by **Stag Beer** in that city, Monday through Friday, under 52-week contract.

The Wool Bureau Inc., organization of domestic and foreign wool growers, and **McCall Corp.**, New York, publisher and manufacturer of sewing patterns, have produced ten television spot announcements for local department store promotion. Films open-end commercials, on use of wool and McCall patterns, are 40-seconds each in length, with two ten-second open-ends for local store announcements. Films supplied free to stores who request them and who purchase time on TV stations.

Five Star Productions, Hollywood, is readying special Christmas film series consisting of 20 installments, aimed at juvenile audience.

ONE MINUTE T. V. FILM COMMERCIALS

for only $150.00

PRICE INCLUDES
Artful Production—
Animated tricky titles—
Effective Illustrations—
With Off-screen voice and music.

35 MM
16 MM
Additional Prints At Lower Cost

Write For Circular Or Phone

FILMACK
1328 S. Wabash, Chicago, Ill.
Phone HArrison 7-3395

Rogers Show Set

ABC has signed Buddy Rogers for a five-a-week daytime series, either 25 minutes or a half-hour each, and a weekly TV program, either an hour or a half-hour, to start sometime this fall. Program format not set, but it will probably be an audience participation program with winner having an evening with Buddy as her prize. Video show expected to follow the same general plan as the radio series.

ON LOCATION deep in desert country at Phoenix, Ariz., American Film Producers' camera crew puts finishing touches on a Pepsi-Cola TV spot film prepared by George R. Nelson Inc., Schenectady, N. Y. Natural setting was selected to record on film varied series of outdoor action by Louise Hyde, "The Pepsi-Cola Girl." L to r are Julian Townsend, James Faichney and Max Glen, of American Film Producers; Edward F. Flynn, Nelson's TV director, and Miss Hyde, a Thorton model. Original package of ten spots is being prepared on a trial basis by Nelson Inc. with Pepsi-Cola ready to purchase more after studying results.

NAVY VIDEO

Admirals Lose Sets

THE EFFECT of television sets in the offices of Navy admirals is not exactly admirable, according to a recent article titled "Washington Background" appearing in the *Philadelphia Inquirer*. Edited by John C. O'Brien, it observed:

"Have you resisted the impulse to buy a television set because you thought it would distract Junior when he should be doing his homework? If you have, and you find it necessary to justify your decision to Junior, just cite this action by Undersecretary of Navy Dan H. Kimball.

"Seems the Navy bought a lot of nice television sets and installed them in the offices of the admirals. Well, after a trial period, Mr. Kimball decided that the admirals could not keep their minds on their work. So he took all the television sets and sent them around to Navy hospitals."

Sen. Ralph E. Flanders (R-Vt.) liked the item so well he inserted it in the *Congressional Record* Aug. 8.

KPHO-TV Plans

REX SCHEPP, president and general manager of KPHO Phoenix, Ariz., announces that starting date for KPHO's television outlet has been moved forward to Nov. 27. Mr. Schepp's announcement followed receipt of word from FCC that construction permit has been reinstated. Under direction of Walter Stiles, director of engineering for KPHO, a crew is reinforcing the Westward Ho Hotel preparatory to erection of a 280 ft. antenna which will be completed around Oct. 1.

CANADA DRY

Cites Video's Selling

TELEVISION is "doing a good job" in selling Canada Dry Beverages, W. S. Brown, Canada Dry advertising manager, said after a recent visit to the company's weekly video show *Super Circus* which originates in the Chicago ABC studios.

Commercials on the show are constantly being studied and improved, Mr. Brown said. They take several forms and all are integrated into the show rather than canned on film. "The kids in the audience are reached by a scene of a youngster buying a bottle from Charlie Flynn's store counter," Mr. Brown points out. "Flynn is supported at another point by an apron-clad male quartet who sing the virtues of Canada Dry Beverages. Again, he appears in the aisles dispensing drinks like a drink butcher at a ball game."

In referring to Canada Dry as the first beverage company to enter network television (last April), Mr. Brown said, "We entered somewhat experimentally, as a small part of an overall campaign, but TV advertising proved to be so popular with retailers that we soon extended our original 13 week contract." The company's decision to stay on the air through the summer, when many sponsors drop out, was prompted by the fact that this is the biggest season for beverages. "We also had in mind the constant, rapid increase in set ownership, bringing us a new audience every week, making up for those we would lose to baseball telecasts," Mr. Brown said.

ENLISTING in war against polio, Bob Emery, "Big Brother" on DuMont TV Network's *Small Fry Club*, describes recommended anti-infantile precautions to youthful listeners to his WABD New York program.

TV FILM & PRODUCTION SERVICES

ABT PRODUCTIONS, INC.

SPOTS. COMMERCIALS. ENTERTAINMENT
MOTION PICTURES FOR TELEVISION
SHORTS. FEATURETTES. FEATURES

PRODUCERS OF THE FAMOUS
ALBUM OF SONG SERIES

460 WEST 54th STREET
NEW YORK, N. Y.
COLUMBUS 5-7200

AMERICAN TELEVISION, INC.

VIDEO COMIC STRIPS

"Bob Sterling, American Ranger"

13 HALF-HOUR EPISODES NOW READY
OPEN END FILM AND TRANSCRIPTION

LOW COST • WRITE TODAY

5050 BROADWAY, CHICAGO, 40

V. S. BECKER PRODUCTIONS

Producers of Television, radio package shows and spot commercials

Representing Talent of Distinction

562 FIFTH AVE., NEW YORK
LUXEMBERG 2-1040

BRAY STUDIOS, INC.

EXTENSIVE LIBRARY OF
FILMS
(INCLUDING CARTOONS)
Available for television

SEND FOR CATALOGUE

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JULIEN BRYAN PRODUCTIONS

AVAILABLE FOR TELEVISION

WRITE FOR INFORMATION

International Film Foundation

1600 BROADWAY, SUITE 1000, N. Y.
CIRCLE 6-9438

GRAY — O'REILLY

COMMERCIAL SPOTS
FOR TELEVISION

480 LEXINGTON AVE.
NEW YORK

PLAZA 3-1531

MARTIN
VIDEO PRODUCTIONS, INC.

MEAN THE BEST
IN
TOP PRODUCTION METHODS
TOP FILMING TECHNICIANS
TOP SHOW MATERIAL

501 MADISON AVENUE, NEW YORK
PLAZA 5-2400

OFFICIAL TELEVISION, INC.

SUBSIDIARY OF OFFICIAL FILMS, INC.

COMPLETE VIDEO
PROGRAM SERVICE

NEW SHOWS READY SOON.
CONTACT IRVING LEGG.

25 WEST 45TH STREET,
NEW YORK 19, N. Y.
LU 2-1700

RKO PATHE, INC.

625 MADISON AVE.

NEW YORK, N. Y.

PLAZA 9-3600

SARRA, INC.

TELEVISION COMMERCIALS

MOTION PICTURES
SOUND SLIDE FILMS

NEW YORK - CHICAGO
HOLLYWOOD

SHERMAN PLAN, INC.

CONSULTANTS ON
FILMS FOR TELEVISION

PRODUCERS – DISTRIBUTORS

420 VICTOR BLDG. WASHINGTON, D. C.
- STERLING 0780 -

TELEFILM, INC.

COMPLETE FILM PRODUCTION
SERVICES FOR
TV SPOTS-PROGRAMS

6039 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIF.

HOLLYWOOD 9-7205

TELESCRIPTIONS

ANIMATED TV SPOTS

20-SECOND AND 1 MINUTE

823 VICTOR BUILDING
WASHINGTON, D. C.
STERLING 4650

UNITED WORLD FILMS, INC.

A SUBSIDIARY OF UNIVERSAL PICTURES

37 YEARS' EXPERIENCE
MAKING HIT MOVIES

WORLD'S TOP TECHNICAL AND CREATIVE TALENT!
UNSURPASSED FACILITIES FOR LIVE AND STOP MOTION PHOTOGRAPHY!

Sparkling film com- Complete film programs
mercials, tailored available; features, nov-
to your cost needs elties, sports, science

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TELEVISION DEPARTMENT BT

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NEW YORK 22, N. Y.

VIDEO VARIETIES CORP.

TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS

–FROM SCRIPT TO
FINISHED PRINT

OWNERS AND OPERATORS OF
WEST COAST SOUND STUDIOS
510 W. 57TH STREET, N. Y. C.

WITH EXPERIENCED MANPOWER
AND COMPLETE FACILITIES

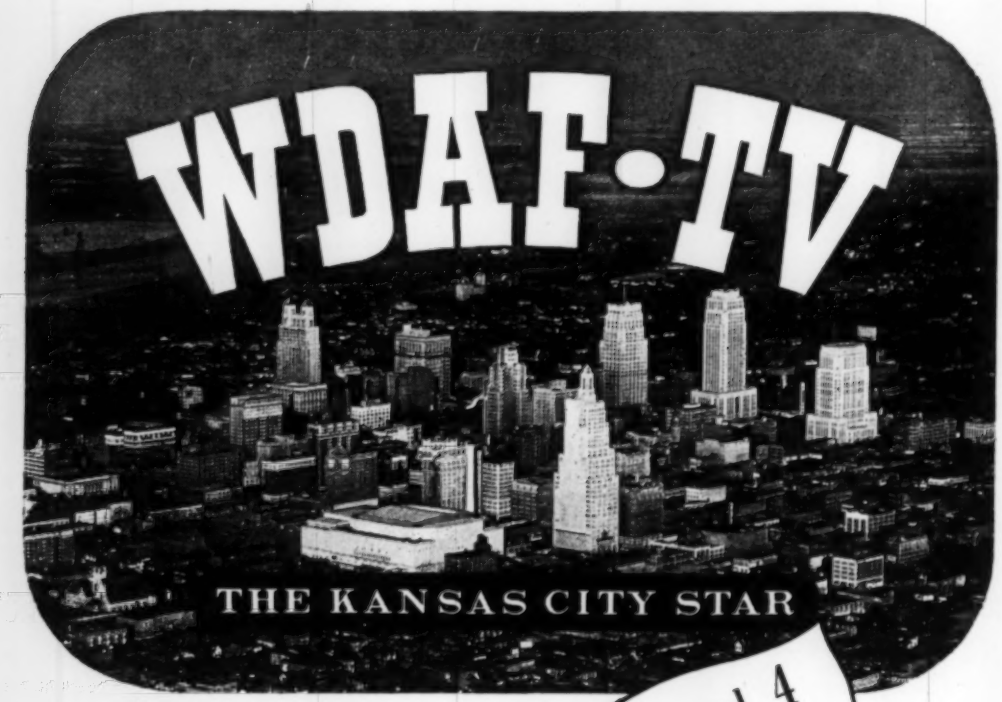
41 E. 50TH ST., NEW YORK
MURRAY HILL 8-1162

BROADCASTING - TELECASTING

FILM & PRODUCTION
DIRECTORY
IS PRINTED THE
LAST ISSUE OF
EACH MONTH

GUARANTEED PAID CIRCULATION
EXCEEDS 15,000

First in Kansas City!



Channel 4
Antenna Height 724 ft.

Kansas City will receive its first television test pattern starting September 11th...

The BEST in programming October 16th

● Simultaneously with the broadcast of the first test pattern in Kansas City, The Kansas City Star, in co-operation with the Electrical Association and TV manufacturers and distributors, opens a gigantic three-day TV demonstration in the Municipal Auditorium. This closed-circuit demonstration will show actual television pictures and acquaint the public with the latest and best in TV development and reception.

Represented Nationally by
EDW. PETRY & CO.

Owned and Operated by
THE KANSAS CITY STAR COMPANY

FCC Actions

(Continued from page 44)

Aug. 24 Decisions . . .

BY A BOARD

License Renewal

WOPT Oswego, N. Y.—Granted renewal of license for period ending Dec. 1.

Hearing Set

Commission scheduled en banc hearing for Dec. 12 for purpose of obtaining information regarding multiplex facsimile and FM aural broadcasting to determine whether suitable multiplex system has been developed which will not cause any degradation to full tone range of which FM is capable and thereby permit Commission to amend Section 3.266(b) of rules pertaining to multiplex facsimile on FM channels. "Multiplexing" concerns simultaneous broadcasting of facsimile and FM aural programs on same channel.

STA Granted

Louis G. Baltimore, Wilkes-Barre, Pa.—Granted STA to re-broadcast TV network programs originating in New York or Philadelphia for viewing by general public at Parade of Progress Exposition at Wilkes-Barre for period Sept. 12 to Sept. 24.

Renewal Granted

WIRC Hickory, N. C.—Granted renewal of license for period ending May 1, 1952.

WDEC Americus, Ga.—Same for period ending Feb. 1, 1952.

Hearing Designated

WTRF Bellaire, Ohio—Designated for hearing CP change hours of operation from D to unl., install new trans. and DA-N and change trans. location; made WHIO Dayton party to proceeding.

Modification of CP

WOKO Albany, N. Y.—Granted mod. CP to make changes in DA arrays and change trans. location; eng. cond.

Extension Granted

WNYC New York—Granted extension of SSA to operate additional hours 6 a.m. EST to local sunrise at New York and from local sunset at Minneapolis to 10 p.m. EST using DA-2, beginning Sept. 2 and ending six months thereafter.

Hearing Designated

WBAP Fort Worth and WFAA Dallas, Tex.—Designated for consolidated hearing applications for CPs install new trans., change from DA-N to DA-DN and change trans. location for share time 5 kw operation on 570 kc of WBAP and WFAA; made WNAX Yankton, S. D. party to proceeding.

Record Reopened

Erie Bestg. Corp., Buffalo, N. Y., and Concord Bestg. Corp., Niagara Falls, N. Y.—On Commission's motion reopened record in proceedings on applications for new stations for further hearing to determine whether operation of proposed stations would involve objectionable interference with CKBB Barrie, Ont. or with any other existing foreign broadcast stations, and, if so, whether such interference would be in contravention of any international agreement or Commission's rules and standards.

Extension Granted

KFAR Fairbanks, Alaska—Granted extension of SSA on 660 kc 10 kw unl. for period of 90 days.

Aug. 24 Applications . . .

ACCEPTED FOR FILING

Modification of License

KMMO Marshall, Mo.—Mod. license to change from 1300 kc 500 w D to 1300 kc 500 w-D 100 w-N.

Extension of Authority

NBC New York—Extension of authority to transmit programs to stations CBL and CBM and other stations under control of Canadian Broadcasting Corporation for period beginning Sept. 15, and authority to transmit recorded programs to all broadcast stations under Canadian authorities that may be heard consistently in United States for period beginning Sept. 15.

License Renewal

Request for license renewal of AM station: WKNB New Britain, Conn.; KGU Honolulu, Hawaii; WBBM Chicago; WCCO Minneapolis, Minn; WCBS New York; WPDX Clarksburg, W. Va.

Modification of CP

Mod. CP new FM station for extension of completion date: WNOI Oak Park, Ill.; WNAC-FM Boston, Mass.; WSLB-FM Ogdensburg, N. Y.; KRIC-FM Beaumont, Tex.; WLEE-FM Richmond, Va.

License for CP

License for CP new FM station: WRNY-FM Rochester; WNAO-FM Raleigh, N. C.; WCFC Beckley, W. Va.

APPLICATIONS DISMISSED

KDAC Fort Bragg, N. C.—DISMISSED Aug. 24 application for assignment of CP from Tony R. Amarante, John A. Brush, Mathew Thomson and Edward Mertle a partnership d b as Mendocino Coast Bestg. Co. to Tony Amarante, John A. Brush and Edward Mertle, partnership d/b as Mendocino Coast Bestg. Co.

KLAC Los Angeles—DISMISSED Aug. 24 application for transfer of control of licensee corp. from Warner Brothers Pictures Inc. to KLAC Inc.

J. A. Brooks, St. Louis, Mo.—DISMISSED Aug. 24 application new AM station 1230 kc 250 w unl.

Aug. 25 Applications . . .

ACCEPTED FOR FILING

License Renewal

Request for license renewal new AM station: KCBS San Francisco; WGBS Miami, Fla.; WCBD Chicago; WIHL Hammond, La.; KWOA Worthington, Minn.; KCMO Kansas City, Mo.; KSKY Dallas, Tex.; KCLW Hamilton, Tex.

Modification of CP

KMPC Los Angeles—Mod. CP new AM station to increase power etc., for extension of completion date.

WCON Atlanta, Ga.—Mod. CP new AM station for extension of completion date.

License for CP

WFMH Cullman, Ala.—License for CP new FM station.

FM—96.9 mc

WOPI-FM Bristol, Tenn.—CP to change ERP from 10.4 kw to 17.476 kw.

TENDERED FOR FILING

AM—1390 kc

WSPC Anniston, Ala.—CP to change from 1390 kc 1 kw unl. DA-1 to 1390 kc 5 kw unl. DA-D.

AM—1370 kc

WTTS Bloomington, Ind.—CP to change from 1370 kc 1 kw-D 500 w-N to 1370 kc 5 kw-D 500 w-N DA-DN.

AM—1340 kc

KELP El Paso, Tex.—CP to change from 920 kc 1 kw D to 1340 kc 250 w unlimited.

CARSON TO FTC

Confirmation Expected

CONFIRMATION of John Carson to succeed Robert Freer as FTC Commissioner seemed assured last Friday after the Senate Interstate & Foreign Commerce Committee favorably reported his nomination to the Senate by an 8-4 vote. His name had been passed over late Thursday by the Senate, which was slated to take up the executive calendar again last Saturday, Aug. 27.

Mr. Carson's bid for the FTC chair was expected to draw a minimum of opposition, despite his alleged Socialist leanings and controversial party affiliation, since committee approval is usually tantamount to confirmation. It was conceded, however, that it might evoke some questions on the Senate floor and thus delay assumption of his post. The FTC nominee would fill the unexpired term of Mr. Freer, who resigned Dec. 31, 1948, which began Sept. 26, 1945.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO AUGUST 25

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,031	1,978	220		372	243
FM Stations	738	394	445	11*	58	30
TV Stations	75	17	101		346	182

* 5 on air

CALL ASSIGNMENTS: KCNI Broken Bow, Neb. (Custer County Broadcasting Co., 1400 kc, 250 w unlimited); KING-FM Seattle, Wash., changed from KRSC-FM (King Broadcasting Co.); KING-TV Seattle, Wash., changed from KRSC-TV (King Broadcasting Co.); KRMG Tulsa, Okla., changed from KERR (All Oklahoma Broadcasting Co.); WABW Lawrence, Mass. (Northeast Radio Inc., 980 kc, 1 kw unlimited); WJER Dover, Ohio, changed from WDVR (Mrs. Agnes Jane Reeves); WGAF Valdosta, Ga., (Valdosta Broadcasting Co., 910 kc, 5 kw unlimited DA-N); WGEY Gettysburg, Pa. (Times & News Pub. Co., 1450 kc, 250 w unlimited); WGWR-FM Asheboro, N. C. (Asheboro Broadcasting Co. Inc., Channel 222 (92.3mc); WUTA Utica, N. Y. (U. T. K. Radio Corp, 1230 kc, 250 w unlimited).

* * *

Docket Actions . . .

INITIAL DECISION

WRTV (TV) New Orleans—Initial decision by Hearing Examiner J. Fred Johnson Jr., to deny application of Maison Blanche Co. to extend date of completion of TV station. Initial decision Aug. 23. See story this issue.

OPINION AND ORDER

WGBS Miami, Fla.—Denied motion of Fort Industry Co., requesting enlargement of issue No. 4 of Commission order of June 15 designating consolidated hearing on applications. Order Aug. 4.

Non-Docket Actions . . .

FM GRANTS

Garden City, Kan. — Ark - Valley Broadcasting Co. Inc., granted new FM station on Channel 257 (99.3 mc), ERP 800 w; antenna 240 ft. Estimated cost $37,000. Principals: Dr. H. C. Sartorius, physician, president; Dale E. Kern, vice president; V. A. Leopold, Leopold Hospital Inc., treasurer. Applicant is corporation of 33 stockholders all with minor interests. Granted Aug. 24.

AM GRANTS

Cleveland, Miss.—Cleveland Broadcasting Co., granted new AM station on 1490 kc, 250 w unlimited. Estimated cost $10,850. Co-partnership consists of C. W. Capps, cotton broker; Lowry Tims, owner firm which retails butane gas and appliances, and Cy N. Bahakel owner WKOZ Kosciusko, Miss. Granted Aug. 24.

Radford, Va.—Rollins Broadcasting Inc., granted new AM station 1340 kc, 250 w unlimited. Estimated cost $25,930. Firm is applicant for AM-FM in Georgetown, Del. Principals: John W. Rollins, general manager, president Rollins Motors Inc., Ford agency operators, Lewes, Del., president and owner of 175 shares; Jack C. Gardner secretary 1 share; Katherine E. Rollins, wife of John W., treasurer 24 shares; Rollins Motors Inc., 200 shares. Granted Aug. 24.

Jacksonville, Fla. — Radio South granted new AM station on 1400 kc, 250 w unlimited. Estimated cost $25,050. Principals in Radio South include Harold S. Cohn, presently engaged in public relations and Bert Richmond, merchandising manager Darling Stores Corp., New York, chain stores. Radio South also is part owner of WERD Atlanta, Ga. Granted Aug. 18. Erroneously reported as being affiliated with Radio South, Quitman, Ga. (Broadcasting, Aug. 22).

TRANSFER GRANTS

WOSC Fulton, N. Y.—Granted assignment of construction permit from Don J. Kesterke to Oswego County Broadcasting Co. Inc. Transfer was requested to utilize full benefits of corporate form and to permit nominal investment by others in aggregate not to exceed 25% in venture. It has not been fully decided who will purchase 25%. WOSC is assigned 1300 kc, 1 kw daytime. Granted Aug. 22.

KTKR Taft, Calif.—Granted assignment of license from Kenneth Aitken and George J. Tschumy, partnership d/b as Taft Broadcasting Co. to Kenneth Aitken, George T. Tschumy Jr., and Ralph B. Smith, new company of same name. Mr. Aitken sells 15% of his interest to George J. Tschumy Jr. for $6,200; 24% of his interest to Mr. Smith, rancher, for $10,000. George Tschumy Sr. sells his 10% interest to his son George Jr. for $10,000. Holdings in new corporation are now: Mr. Aitken 51%; George Tschumy Jr., 25%; Mr. Smith 24%. KTKR is assigned 1310 kc, 500 w daytime. Granted Aug. 22.

KLTI - AM - FM Longview, Tex.—Granted assignment of license from R. G. LeTourneau to Le Tourneau Radio Corp. Principals in LeTourneau Radio Corp. include Mr. LeTourneau and his wife who each hold 1% and Clifton W. Brannon who has 1%. 97% of corporation is held by LeTourneau Technical Institute. No money is involved. KLTI is assigned 1280 kc, 1 kw daytime. KLTI-FM operates on Channel 290 (105.9 mc). Granted Aug. 24.

KGA Spokane, Wash.—Granted assignment of license from Louis Wasmer to Corp. of Gonzaga U. for consideration of $425,000. Gonzaga U. is a non profit organization. Francis E. Corkery, S. J., is president and John F. Gubbins, S. J., is vice president. KGA operates with 50 kw unlimited on 1510 kc. Granted Aug. 24.

KTOE Mankato, Minn.—Granted transfer of 391½ shares of stock in Minnesota Valley Broadcasting Co. to H. Willard Linder, D. O. Linder and Lakeland Broadcasting Co. Lakeland Broadcasting Co. is licensee of KWLM Willmar, Minn; D. O. Linder is 50% owner of St. Cloud Broadcasting Co., St. Cloud, Minn.; H. W. Linder is owner KMHL Marshall, Minn. Lakeland Broadcasting Co., agrees to advance up to $10,000 working capital to Minnesota Valley if necessary. WTOE 1420 kc, 1 kw unlimited DA-N. Granted Aug. 24.

(Continued on page 76)

FCC Roundup

(Continued from page 75)

Transfer Grants Cont.:

WFIN - AM - FM Findlay, Ohio—Granted assignment of licenses from Helen F. Hover administratrix of estate of Fred R. Hover to The Findlay Pub. Co., for a consideration of $135,000. Findlay Pub. Co. is publisher of the Republican Courier, daily newspaper, as well as printing firm. R. L. Heminger is president of assignee corporation, which is principally owned by Heminger family. WFIN is assigned 1330 kc, 1 kw daytime. WFIN-FM is assigned Channel 263 (100.5 mc). Granted Aug. 24.

WSAC Columbus, Ga.—Granted assignment of license from Chattahoochee Broadcasting Co. to Georgia-Alabama Broadcasting Corp. for a consideration of $107,363. Georgia-Alabama is licensee of WGBA same city and must divest itself of this interest before transfer is consummated. Principal stockholders in WSAC have extensive moving picture interests and for next few years wish to devote their energies to working out complex problems which are direct outgrowth of Supreme Court decision in Paramount case. WSAC operates with 1 kw unlimited on 1460 kc. Granted Aug. 24.

KVOR Colorado Springs, Col.—Granted assignment of license from Aladdin Radio & Television Inc., to Voice of the Rockies Inc., for consideration of $101,000. Principals in Voice of the Rockies are James D. Russell, 38.2% owner WHIR Danville, Ky., president 75%; Betty Z. Russell, 25% and Logan Haycraft, vice president and non stockholder. Aladdin Radio & Television withdraws to devote its full time to AM-FM-TV interest in Denver, Col. KVOR operates on 1300 kc, 1 kw unlimited. Granted Aug. 24.

KWSD Mount Shasta, Calif.—Granted transfer of control in Shasta Cascade Broadcasting Corp. from Leo Coffenberry and Charles S. Adair to David H. Rees and Arthur Adler who presently own 25% each of stock. They acquire 50% interest of Mr. Coffenberry and Mr. Adair for $30,000. KWSD is assigned 1340 kc, 250 w unlimited. Granted Aug. 24.

WDSU-AM-FM-TV New Orleans—Granted assignment of license and CPs for FM and TV stations to Edgar B. Stern and Edgar B. Stern Jr., d/b as WDSU Broadcasting Services. Edgar B. Stern Jr., previously held 51% stock interest, Philip Stern, 15%, Edith Stern 19%, Audrey Hess 15%. Edgar B. Stern senior held no stock interest but under new partnership he will acquire 90% and Edgar B. Stern Jr. will hold 10%. Consideration involved is $675,000. Edgar B. Stern Sr. is director of Sears, Roebuck Co., president and director Mermentau Mineral & Land Co. and was previously director and stockholder Times-Picayune Pub. Co. Edgar B. Stern Jr. is also director of Mermentau Mineral & Land Co., as well as director Royal St. Louis Realty Co. Inc. WDSU is assigned 1280 kc, 5 kw unlimited. WDSU-FM is assigned Channel 287 (105.3 mc). WDSU-TV is assigned Channel 6 (82-88 mc). Granted Aug. 24.

KTLX Phoenix, Ariz.—Granted assignment of TV construction permit from Phoenix Television Co. a partnership composed of R. L. Wheelock, W. L. Pickens, H. H. Coffield and John B. Mills to a new corporation Phoenix Television Co. Inc. New corporation consists of Rex Shepp, 12½%; John B. Mills, 25%; J. N. Harber, 6½%; H. H. Coffield, 15%; W. L. Pickens, 20%; R. L. Wheelock, 15% and John Mullins, 6%. No cost involved. KTLX is assigned Channel 5 (76-82 mc). Granted Aug. 24.

Deletions . . .

Two AM and five FM authorizations were reported deleted last week by FCC. Total since first of year: AM 30, FM 141. Deletions, effective dates and reasons for withdrawals if stated follow:

WJBW New Orleans—C. Carlson, license, Aug. 17. Denial of renewal of license by FCC and following court litigation.

KTMP El Dorado, Kan.—El Dorado Broadcasting Co., CP Aug. 17. Request of applicant.

WCNR-FM Bloomsburg, Pa.—Columbia-Montour Bcstg. Co., CP Aug. 25. Request of applicant.

WTBC-FM Tuscaloosa, Ala.—Tuscaloosa Bcstg. Co., CG Aug. 25. Request of applicant, economic.

WFMI-FM Portsmouth, N. H.—WHEB Inc., CP Aug. 25. Request of applicant.

WDUK-FM Durham, N. C.—WDUK Inc. CP Aug. 18. Economic.

KOMB Los Angeles—John Brown Schools of Calif., CP Aug. 16. Study of FM service now being rendered in area shows it would not be feasible to construct and operate station as planned, states applicant.

GETTING acquainted at a Southern California Broadcasters' Assn. luncheon are these station managers and California state legislators. They are (l to r): seated—Stanley Tomlinson, Santa Barbara assemblyman; Thelma Kirchner, manager, KGFJ Los Angeles; standing—Bruce Reagan, Pasadena assemblyman; Harry Butcher, president, KIST Santa Barbara, and Charles Conrad, Hollywood assemblyman.

New Applications . . .

AM APPLICATIONS

Jefferson City, Mo.—Missouri Central Broadcasters, 900 kc, 250 w daytime. Estimated cost $14,000. General partnership composed of Robert W. Nickles and Roger P. Fox. Mr. Nickles is staff consultant for Globe Democrat Pub. Co. and transmitter engineer for KWK St. Louis. Mr. Fox is musical director and entertainer employed with Ray Floerke Buffet. Filed Aug. 23.

FM APPLICATIONS

Columbia, Mo. — Stephens College, new noncommercial educational station to be operated on frequency assigned by Commission, power 10 w. Estimated cost $2,795. Dr. Hale Aarnes, chairman, Radio Education Department. Filed Aug. 23.

TRANSFER REQUESTS

WHOS Decatur, Ala.—Assignment of license from H. H. Kinney and D. T. Kinney, partnership d/b as North Alabama Broadcasting Co., to D. T. Kinney and Claudia E. Kinney, partnership of same name. Claudia E. Kinney is sole heir of H. H. Kinney deceased, who held 50% interest. No money involved. WHOS is assigned 800 kc, 1 kw daytime. Filed Aug. 23.

KFDA - AM - FM Amarillo, Tex. — Transfer of 200 shares of stock in Amarillo Broadcasting Co. from J. Lindsey Nunn to Gilmore H. Nunn, son. Previously J. L. Nunn had held 51% interest in company and transfer makes father and son equal partners. No money involved. KFDA is assigned 1440 kc, 5 kw-D 1 kw-N. Filed Aug. 23.

Broadcast Excerpts

ANDY CLARKE AND HIS NEIGHBORLY NEWS. By Andy Clarke. Toronto: Ryerson Press.

THIS BOOK is a collection of excerpts of radio broadcasts by the late Andy Clarke. These were a series of Sunday morning broadcasts made up of news items from weekly papers which Andy Clarke did from Toronto on Canadian networks for seven years. The book has been cut from a million words to 60,000 by the late Mr. Clarke's broadcasting friends. It will be released in October.

'VOICE' HOME

Move to D. C. Proposed

TRANSFER of Voice of America's operation headquarters from New York, hub of commercial broadcasting, to Washington, D. C., was urged by Rep. Edith Nourse Rogers (R-Mass.) Aug. 18 as the House passed a supplemental appropriations bill covering State Dept. for the new fiscal year and sent it to the Senate.

Rep. Rogers said she was anxious to introduce legislation which would effect such a transfer in line with the setup in other countries, and called upon Rep. Louis Rebault (D-Mich.) to help her draft it. "It ought to be Radio Washington, just as Russia has Radio Moscow . . . France has Radio Paris . . . Italy has Radio Rome . . . and the Baltic States have Radio Riga," she felt. The woman legislator also praised the Voice for its "very fine piece of work."

Voice operations currently are handled out of New York under the supervision of Charles Thayer, chief, International Broadcasting Div. The office maintains complete technical, programming and language facilities at 224 W. 57th St. Washington studios are in the Interior Dept. Bldg.

Additional funds totaling $11,320,000 would be placed at the primary disposal of International Broadcasting Div., which supervises Voice operations, for improvement and construction of shortwave facilities [BROADCASTING, Aug 22]. Best evidence indicates that the Voice "is getting through and is having its effects" overseas, the House was told.

BRAND CHOICE

Survey Shows Preferences

STRONG PREFERENCES for specific brands of toothbrushes and toothpastes were expressed by an overwelming majority of 1,800 high school and college students interviewed on buying habits. In the survey, conducted by the Student Marketing Institute of New York for Brand Names Foundation Inc., New York, it was revealed that 87.3% of the boys and 91% of the girls have brand loyalties in toothpaste and 67.6% of the boys and 80% of the girls prefer specified toothbrush brands. Of all the students interviewed 98.7% use toothbrushes and 98.5% use dentifrices, the report showed.

The survey was conducted in 44 schools across the country, and covered 86 types of products. Henry E. Abt, president of Brand Names Foundation, revealed the progress made in mouth care in 35 years. The first comprehensive survey of oral hygiene habits among school children was made in 1914, and indicated that 30% brushed their teeth "occasionally," 60% "never used toothbrushes," and 10% had abscesses at the roots of decayed teeth.

The time intervening since the original survey corresponds roughly to the period in which national advertising and household knowledge of brand names became widespread, Mr. Abt pointed out, and the foundation advances as the first factor responsible for America's high oral hygiene standards, "the educational advertising of America's manufacturers of well-known brands of toothbrushes and dentifrices in major media including radio."

KVOE MOVES

Leases Larger Quarters

KVOE Santa Ana, Calif., has moved its offices to larger quarters leased in Commercial National Bank Bldg., at 5th and Main Sts. Station has leased entire second floor, involving 5,500 square feet for 15 years, at cost of over $50,000.

Studios also will be moved from present site to the new one early in 1950, with plans for spending of additional $25,000 for alterations at that time, according to Ernest Spencer, president of KVOE. Changes will include building of audience participation studio, two additional studios with control rooms, newsroom and staff offices.

'Railroad Hour' to NBC

AMERICAN ASSN. of Railroads, through Benton & Bowles, New York, is switching its *Railroad Hour* from ABC to NBC, Monday, 8-8:30 p.m. tentative starting date is Oct. 3.

FINCH TESTIFIES

Army Threatens Default

CAPT. W. G. H. FINCH, pioneer in the development of facsimile and president of the Finch Telecommunications Co., Passaic, N. J., testified before a Senate Armed Services subcommittee last Monday that the Army Signal Corps threatens to put him in default for failing to comply with terms of a contract calling for construction of a facsimile machine.

Capt. Finch

Capt. Finch, a former assistant chief engineer of FCC and present FM licensee (WGHF New York), told the group his firm, which holds a contract valued at $250,000, could not fulfill certain specifications unless modified, and described present terms as "unreasonable and very difficult of performance." The subcommittee was called into the picture when the Signal Corps indicated it would initiate default proceedings. The General Accounting Office will make the decision.

J. M. Chambers of the subcommittee epitomized the problem as one of government interest as to whether the contract should be modified, cancelled outright or renegotiated. A Signal Corps representative said "they cannot continue with their present design and ever deliver a piece of equipment that will be acceptable to us." He added that the Signal Corps can do nothing "but to put them in default providing the Army Secretary directs it." Radio Inventions, affiliate of the *New York Times*, was mentioned as being able to meet the specifications.

Capt. Finch stated the contract is a research and developmental agreement and argued for renegotiation. The company already has lost $60,000 on the contract and would have to go out of business if the Signal Corps goes through with its plan to prosecute, he testified.

UN Day Group Named

COMMITTEE of broadcast executives to coordinate radio activity during United Nations Day, Oct. 24, was named Aug. 18 by Robert K. Richards, NAB public relations and publications director, who is chairman of the group. The committee, which held its first meeting at 2 p.m. Aug. 23 at the State Dept., Washington, consists of Ted Cott, WNEW New York; William Fineshriber, MBS; Earl Gammons, CBS; Arnold Hartley, WOV New York; George Jennings, WBEZ Chicago, director of Chicago Radio Council; Jack R. Poppele, WOR New York, president of Television Broadcasters Assn.; Robert Saudek, ABC; James D. Secrest, Radio Mfrs. Assn.; William E. Ware, KSWI Council Bluffs, Iowa, president of FM Assn.

FLYING HIGH in the Hiller Helicopter, Paul Bunyon Network's General Manager Les Biederman does a selling job to Traverse City, Mich., townspeople with the new RCA radio mike. From his lofty perch Mr. Biederman found good coverage over a two-mile area while the plane hovered 200 feet above ground. He claims to be the only person to have kicked the ball on top the town's tallest building flag pole. Michigan's WTOM Traverse City, WATT Cadillac and WMBN Petoskey are Bunyon stations.

SEARCH FOR LUX GIRL

Lever, CBS, 20th Century-Fox Combine Efforts

LEVER BROTHERS, CBS and 20th Century-Fox are combining their promotional resources for a Lux Girl Contest [CLOSED CIRCUIT, Aug. 22] to run nationally during a four-month period which started Aug. 25 and ends Dec. 5.

The contest is being run to celebrate the 15th anniversary of the *Lux Radio Theatre* via a national search to find the nation's most beautiful 15-year-old girl. The contest will be tied in with the forthcoming 20th Century-Fox musical "Oh, You Beautiful Doll," starring June Haver and Mark Stevens.

Local CBS stations are carrying spot announcements giving details of the beauty hunt. Station invites listeners to send in photographs of their entries during the three-week period ending Sept. 12. From the entries received in each of the 149 CBS cities, 894 local winners will be selected—six to each city. The public will then vote to select the local winner in each city. The pictures of the 149 local winners will then be sent to Hollywood for the final selection of the 15-year-old Lux girl.

In each city, the mayor, presidents of local women's clubs, chairmen of Boards of Education, representatives of Parent-Teachers Assn., and other civic leaders will be invited to serve as judges. The public will then vote on the six finalists in their area for the girl who will enter the national finals.

The 15th anniversary of *Lux Radio Theatre* broadcast on CBS on Oct. 17, will make special mention of the contest.

Voting will continue through Nov. 14, with grocers, Lever Brothers representatives and local theatres participating in an intensive exploitation campaign for the contest and the picture.

The local winner in each of the 149 areas will be announced on the network broadcast of Nov. 21. The winners and the runners-up will receive valuable prizes, with the finalists' photos being sent to Hollywood for the national judging.

The national winner will be announced on the Dec. 5 broadcast. The grand-prize winner will receive: An all-expense 10 day trip to Hollywood during the Christmas vacation, an apparel wardrobe, a screen test, a television test by CBS in Hollywood and a personal appearance on the *Lux Radio Theatre*.

FCC Funds Now Law

PRESIDENT TRUMAN last week signed into law legislation providing funds for FCC, FTC, SEC and a host of other regulatory agencies covering the new fiscal year. The measure (HR 4177) gives FCC $6,600,000 for salaries and expenses in fiscal 1950 which ends next June 30. FCC's allotment is $33,000 less than the the amount passed by the Senate but $75,000 over the figure passed by the House [BROADCASTING, Aug. 22]. FTC will receive $3,650,000.

DEMOCRAT POST

Boyle Succeeds McGrath

REALIGNMENT of the Democratic Party's higher echelon took place last week as J. Howard McGrath (D-R. I.) resigned as U. S. Senator and chairman of the Democratic National Committee to take the oath as U. S. Attorney General, succeeding Tom Clark, who moved up to Associate Justice of the Supreme Court. Both had won overwhelming approval of the Senate.

Simultaneously William M. Boyle Jr., executive vice chairman of the Committee, assumed former Sen. McGrath's chores as chief troubleshooter for the Administration. He is expected to hew closely to the path cleared by the New Attorney General, who had been a frequent critic of radio and press, and in particular radio commentators who have incurred the displeasure of the Democratic Party.

In his acceptance speech last Wednesday, Mr. Boyle, a 46-year old lawyer, stated his belief that "victory in American politics now depends on propaganda or advertising, not a winning voice or a movie personality . . . but purely and simply on having a program for the good of the people."

It was the new Committee chairman who strongly urged President Truman to face farmers, workers, etc., at the whistle-stops rather than devote his time, as his advisers suggested, "in the big cities and to making nightly radio broadcasts," according to the Democratic National Committee. His suggestion was adopted.

The Democratic Committee lauded Mr. McGrath for his service and loyalty in the party cause despite "almost unanimous opinions by . . . the political experts of the press and radio that his cause was hopeless. . ." He assumed the chairmanship in 1947.

KICK'S DEBUT

MBS Outlet in Operation

KICK Springfield, Mo., 250 w outlet on 1340 kc, began fulltime operation Aug. 1, Charles E. Seiferd, general manager, has announced. On Aug. 17 KICK affiliated with MBS.

Mr. Seiferd said the studios in downtown Springfield at 610 College St. "far exceed the average 250 watter. The entire plant is air conditioned, and the latest Gates equipment was used in construction of the station." Operating until one a.m. daily with 24-hour broadcasting over the weekend, KICK expects to give resort areas near Springfield all-night programming during heavy weekend activity.

Joseph Hershey McGillvra Inc. is KICK's national representative and Lee Baker, consulting engineer formerly with RCA, has been appointed chief engineer.

At Deadline...

TV BRIEFS SWAMP FCC ON DEADLINE DAY

FLOOD of briefs and comments on FCC's proposed TV reallocation proceeding hit Commission all day Friday with majority unavailable to public because of resulting jam in intra-Commission machinery (see early story).

ABC supported plan to open UHF band as soon as standards are adopted, generally agreeing with FCC's allocation but urging there be no intermixture of UHF and VHF except in cities where VHF stations are on air or under construction. CBS likewise supported plan in general, urged no intermixture and supported FCC's proposals on reasonably compatible color TV. CBS also urged reducing co-channel separation to about 175 miles in view of offset carrier method.

Television Broadcasters Assn. urged lifting of "paralyzing" freeze; favored prompt allocation plan; supported principles of master allocation plan; asked four channels in main cities and minimum mixing of VHF and UHF; wants entire UHF band assigned to commercial TV; endorsed use of offset carrier.

Allen B. DuMont Labs opposed intermixing of UHF and VHF as economic fallacy and referred to its own allocation plan [BROADCASTING, Aug. 22]. DuMont asked right to examine RCA and CBS color apparatus and to transmit high-quality black-and-white for comparison with monochrome pictures provided by adapters. Color demonstrations should be based on show material similar to that in daily use by TV stations.

Deadline briefs included:

Allen B. DuMont Labs; CBS; ABC; Television Broadcasters Assn.; Paramount Television Productions Inc.; 20th Century-Fox of California; Philco Corp.; Raymond M. Wilmotte Inc., Washington; WAMS Wilmington, Del.; Pacific Bcstg. Co., San Diego; Charlottesville (Va.) Bcstg. Corp.; WPAT Paterson, N. J.; WGBI, WQAN Scranton, Pa.; WSAM Saginaw, Mich.; WJAS Pittsburgh; Mayor David L. Lawrence, Pittsburgh; WHYN Holyoke, Mass.; WHIZ Zanesville, Ohio; WCAO Baltimore; WPRO Providence, R. I.; WIP, WFIL Philadelphia; WROW Albany, N. Y.; KSJB Jamestown, N. D.; WGNE Greenville, N. C.; KVEC San Luis Obispo, Calif.; WBRK Pittsfield, Mass.; WWJ-TV Detroit; KFSA Fort Smith, Ark.; WHCU Ithaca, N. Y.; United Detroit Theatres Inc.; WBEN Buffalo; Greensboro (N. C.) News Co.; WXEL-TV Cleveland; WLAW Lawrence, Mass.; Fort Industry Co.; Philadelphia Chamber of Commerce; WJHL Johnson City, Tenn.; WTSV Claremont, N. H.; WINC Winchester, Va.; WCYB Bristol, Va.; National Education Assn.; John Deering Danielson, Charlottesville, Va.; Standard Radio & Television Co., San Jose; WHUM Reading, Pa.; WVNJ Newark; Technical Appliance Corp., Sherbourne, N. Y.; WKPT Kingsport, Tenn.; Morrison Construction Co., Austin, Tex.; Archer S. Taylor, Missoula, Mont.; Communication Meas. Lab., New York; Hostetler Radio Sales & Service, Fort Wayne, Ind.; WLOI LaPorte, Ind.; WTAG Worcester, Mass.; WLOW Norfolk, Va.; Television Research, Washington; Daily News Television Co., Philadelphia.

DON LEE ORDERS LUBCKE TO CONCENTRATE ON COLOR

HARRY R. LUBCKE, director of TV research for Don Lee, will concentrate on development of color and stereopticon TV effective immediately. Willet H. Brown, president of Don Lee said, "With the coming of the coaxial cable to the West we feel that Don Lee must retain its position of leadership in the industry by now concentrating heavily on the development of color, with emphasis on the simultaneous system."

Mr. Lubcke helped Philo T. Farnsworth develop electronic scanning tube and put KTSL on air for Don Lee in 1931. He will investigate possibilities of linking simultaneous color system with stereopticon vision in new research laboratories set up by Don Lee in Hollywood.

BALDWIN BECOMES V-P

HERBERT L. BALDWIN, director of research and merchandising of Fletcher D. Richards Inc., New York, appointed vice president of agency.

DUANE JONES NAMES TWO

EUGENE HULSHIZER and Paul Werner, account executives at Duane Jones Co., New York, since March 1942, appointed to agency's board of directors.

AGENCY TO NAME LONG

FREDERICK (Ted) LONG, acting as chief of radio and television department of Geyer, Newell & Ganger since resignation of Don Shaw, will be officially appointed director of department this week. George Zachary will be named associate director.

Color Television

(Continued from page 4)

rest of the industry combined," and listed significant developments in 6 mc sequential color made by CBS since denial of its color petition in 1947, including:

Construction and operation of all-electronic receiver for sequential system employing single cathode ray tube with single gun;

Development of methods and apparatus for modifying standard commercial receivers to receive sequential 6 mc color signals in black and white;

Development of methods and apparatus for receiving, on standard commercial sets so modified, sequential color signals in color;

Use of standard commercial VHF transmitters for sequential color transmissions.

Mr. Stanton also reported CBS is cooperating with British engineers on CBS-type color television equipment now being constructed in Great Britain for demonstration this fall.

Reviewing reports and demonstrations made by CBS during past year on its video color developments—to FCC and others, including 25 manufacturing companies—Mr. Stanton revealed that ten of these companies already have started work on "development of production designs and pre-production models or components for scanning adapters, color converters, color assemblies for complete color sets, and new black-and-white sets to receive both color and standard black-and-white signals in black-and-white."

He listed these companies as:

Air King Products Co., Alliance Mfg. & Supply Co., Astatic Corp., Birtman Electric Co., Crosley Division (Avco Mfg. Corp.), Eastern Air Devices, Eastman Kodak Co., Monsanto Chemical Co., Telestone Radio Co., Webster-Chicago Corp. Westinghouse Electric Corp., Bendix Aviation Corp., Federal Telecommunications Labs and North Jersey Broadcasting Co. are licensed to construct color video transmitters and studios utilizing CBS system of color transmission.

CBS has asked cooperating manufacturers for cost analyses of color equipment, together with estimated delivery dates, for submission to FCC when received, Mr. Stanton said. He added, however, that "we have not ordered any color converters or receivers from manufacturers."

Copies of reply to Comr. Jones were sent to other FCC members and to Sen. Edwin C. Johnson, who had written Mr. Stanton praising CBS for "its courage in investing large sums in research" on color television. Sen. Johnson said, however, he was disturbed "by reluctance to show FCC the facts by those who must know about color" (see page 15). Mr. Stanton told Sen. Johnson that "CBS has not been reluctant to show the full facts to the FCC or other interested parties."

SET PRODUCTION DROPS LOW IN MONTH

OUTPUT of television sets dropped to 79,531 units in July, lowest point of year, due to industry-wide vacation shutdowns at factories, according to Radio Mfrs. Assn. July output only half monthly average for second quarter of 1949, with seven-month figure being 992,602 TV sets.

Output of AM sets dropped to 318,104 in July, with 3,375,581 turned out in seven months. FM-AM and FM production dropped to 23,843 bringing seven-month total to 448,224 sets. Added to this are 17,991 TV sets with reception facilities for FM. July production of receivers tuning FM band totaled 41,834.

WOR JOINS MAIL HOOKUP

WOR New York is first station to join Mail Order Network, with 15 advertisers to start today (Aug. 29) on *Big Joe's Happiness Exchange*, 2-5 a.m., six times weekly.

WOW-TV OPENS IN OMAHA

WOW-TV scheduled to start regular service today (Monday) with 3,879 TV sets in area. Inaugural program includes filmed greetings from celebrities in Washington, New York, Chicago, Hollywood and special *Truth or Consequences* greeting.

DuMONT SPOT SETUP

CREATION of DuMont spot sales department, to handle New York sales of time on company's owned and operated TV stations, announced Friday by Tom Gallery, sales director of DuMont TV Network. Halsey V. Barrett and Martin P. Harrison, of network staff, appointed to head operation. DuMont stations are WABD (TV) New York, WDTV (TV) Pittsburgh, WTTG (TV) Washington.

Closed Circuit

(Continued from page 4)

rently being prepared by Ruthrauff & Ryan New York for Lever Bros. Rinso.

WITH NAB Standards of Practice assuming new importance due to lottery developments, job of promoting industry adherence is earmarked for Ralph Hardy, who takes over new NAB Audio Division this week.

ALTHOUGH no formal appointment has been made, A. A. Schechter, MBS vice president in charge of news, special events and publicity, has been assigned television coordination responsibilities formerly performed at network by E. P. H. James, who resigned month ago.

COUNT of TV sets in 1950 census now considered certainty, along with radio set tabulation. Only miracle can keep TV question out of 1950 project, according to highest Census Bureau authority.

COMPLAINTS alleging that Rev. William T. Watson of St. Petersburg, who has application pending for acquisition of WCLE Clearwater, Fla. [BROADCASTING, July 11] is not qualified as licensee because of past utterances, are being investigated by FCC.

GENERAL FOODS Corp., (Birds-Eye products) planning spot television campaign. Young & Rubicam, New York, is agency.

PHILIP MORRIS cigarettes through its agency, Cecil & Presbrey, New York, negotiating with ABC for possible sponsorship of *Ladies Be Seated*.

XUM

KMBC KFRM

HEART BEATS

Special
Trade Paper Edition

from the Heart of America

Kansas City,
Late Summer, 1949

"Follies" Breaks Attendance Records as Mercury Soars

Despite a summer heat wave, the KMBC-KFRM Brush Creek Follies recently topped all previous attendance records when 3,100 enthusiastic fans jammed Memorial Hall in Kansas City, Kansas. The successful radio-stage show is now concluding its twelfth big season.

On June 11, The Follies moved to its new location and The Texas Rangers, stars of stage, screen, radio and television returned from Hollywood for two successive Saturday night appearances.

Brush Creek Follies stars the complete line-up of KMBC-KFRM talent. Hiram Higsby is featured emcee and comedian of the Follies, and is ably supported by other stars including such performers as Colorado Pete (who has been a regular since the first program 12 years ago) Rhythm Riders, Tune Chasers, Tiny Tillman, Lazy River Boys, Millie & Sue, Jed Starkey, Sunny Daye, Harry Jenks, David Andrews and George Washington White.

Brush Creek Follies is sponsored over The KMBC-KFRM Team in 15-minute segments by Kent Products Company for Richmade Margarine, Franklin Ice Cream Company, and Maurer-Neuer Corporation for Rodeo Meat products.

Cronkite Decorated By French President

Walter Cronkite, KMBC-KFRM Washington correspondent, recently was decorated by President Vincent Auriol of France.

Cronkite was one of a select group of American correspondents invited by the French Government to commemorate the fifth anniversary of D-Day on the Normandy beaches.

Cronkite covered the invasion in 1944 while with the United Press, and on this recent trip visited many of the places along the French coast that were in the war headlines five years ago.

Cronkite's trip, in addition to his decoration by President Auriol, included conferences with other important government officials in Paris, Luxembourg, Frankfurt, Berlin and London. He also interviewed numerous American soldiers, European businessmen, laborers and farmers.

As a result of this European tour Cronkite's weekly radio programs, heard in the Kansas City Primary Trade area exclusively on KMBC and KFRM, have gained added impact, and his progress reports on the cold war in Europe, together with his outstanding reporting of the Washington scene are of great interest to millions of Midwesterners living within the area served by The KMBC-KFRM Team.

Rothschild's Clothiers sponsor one of Cronkite's quarter-hour programs on KMBC, and there is currently another availability on this outstanding authority. Contact any KMBC or KFRM man, or call a Free & Peters Colonel!

KMBC-KFRM Tops In Trade Area

Radio Stations KMBC and KFRM are tops among listeners in Kansas City's vast Primary Trade area, as determined by recent surveys. In fact, KFRM leads its competition by even a greater margin than in 1948, and KMBC continues to be the most listened-to station in Greater Kansas City, according to results of two Conlan radio surveys conducted this spring.

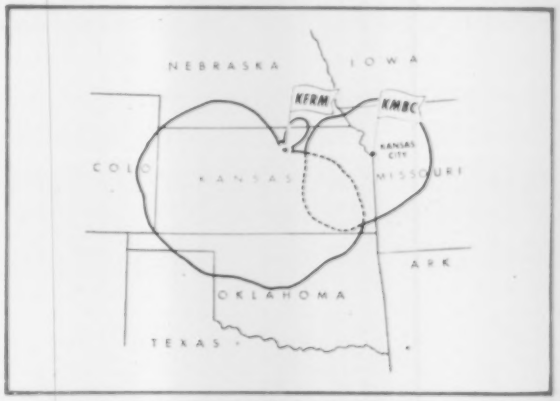
These coincidental surveys involved 62,000 telephone calls within KFRM's half-millivolt contour, and more than 70,000 basic calls in Greater Kansas City for the KMBC study.

KFRM leads all broadcasters for the morning periods and is first in the afternoons. (KFRM is a daytime, 5,000 watt independent station.)

KMBC rated first mornings, afternoons and evenings, with the most spectacular ratings in the morning, as KMBC led its nearest competitor by 34 per cent.

This popularity of The KMBC-KFRM Team with area listeners is a tribute to programming specifically designed for Kansas City Primary Trade area listeners. Together, The Team provides advertisers with the most *complete, effective* and *economical* coverage of the huge Kansas City Primary Trade area.

For information on these recent surveys, together with availabilities on The Team, call any KMBC-KFRM man or any Free & Peters "Colonel".



The vast coverage of The KMBC-KFRM Team is shown in white on this map. The heavy black lines indicate the half-millivolt coverage contour serving nearly four million Midwestern residents.